

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

April 24 1982

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

April 24, 1982

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COMMENT

'Which?' hunt

Ever since *C&D* received its advance copy of the April issue of the Consumers Association magazine, *Which?*, we have been in regular contact with the Association to discover how they calculated the prices of unbranded medicines listed in one of the articles. And we still don't know.

The article was timed to coincide with the increase of prescription charges to £1.30, and was designed to indicate that certain medicines might be purchased for less than that sum. Nothing wrong with that, and if *Which?* had followed the example of its sister publication, *Drug and Therapeutics Bulletin* (which merely named products likely to cost below £1.30) there would have been no problem. But *Which?* had to have actual prices — and to *C&D* some of these seemed absurd.

The first week, CA was not prepared to say how the prices were arrived at. "They were checked by our experts in the field," they said (*C&D*, April 3). The following week the matter was being taken more seriously and at a senior level, but still there was no answer on the basis of calculation — "We will recheck our sources," said the spokesperson (*C&D*, April 10). This week we have been informed that the prices published were "recommended by a large buying group" and were for pre-packed lines. Nucross, it was agreed, fitted the bill for some of the prices. But they don't recommend a retail price for mist kaolin & morph and don't list some of the other lines likely to be extemporaneously prepared, we pointed out. Agreed again — "but we have other checkers."

Well, one of those incognito "checkers" surfaced this week — and he is an angry man that CA sought his advice and chose to ignore it. We report what Dr Derek Balon, a proprietor retail pharmacist, told *Which?* in some detail on p748, and it clear that he went to great lengths to be fair both to his profession and to the consumer's interest — he even

consulted with a major multiple competitor. (*C&D*, recorded a couple of Boots' extemporaneous and pre-pack prices which were also well out of line with the *Which?* figures). So if *Which?* had a majority of *other* checkers who endorsed the prices published, perhaps they too would care to come forward.

There is a temptation to suspect that *Which?* took some trade prices and added a nominal mark-up where there was no recommended retail — indeed, the CA spokesperson conceded that no account seemed to have been taken of the pharmacist's advice or supervision of the sale. Did the "checkers" too overlook that the sale of medicines is not like the sale of "other articles of commerce?"

The *Which?* intervention in this area is unfortunate, because it opens the door to accusations of pharmacist over-charging — when there are perfectly legitimate grounds for incorporating a "service-orientated" mark-up to pre-prepared medicines; in addition, the magazine seems to have been totally unaware that there is a wide price difference between prepacked and extemporaneously dispensed medicines. Another point missed by the checkers?

We hope that *Which?* will eventually discover its sources and identify its method of calculation. But we also hope that if they feel it necessary to publish an explanation to their readers, it will be designed to encourage pharmacist consultation and trust — rather than take the usual "shop around for the best price" approach. ■

Pharmacist warned *Which?* on prices

Although the Consumers Association insists that its "checkers" confirmed the prices for non-branded medicines published in the April issue of *Which?* (C&D April 3, p586, and April 10, p641), at least one retail pharmacist consulted by the Association criticised the draft report before publication and recommended both rewording and more realistic prices. The report was, however, published as drafted.

Dr Derek Balon PhD, B Pharm, MPS, proprietor of Dennis and Co, London, W11, is furious that his advice was not taken. In his comments on the draft, Dr Balon wrote to CA: "The list (of prices) in the original article is questionable. I would hope that the revised list is more realistic; more reflective of prices common in pharmacy (both in private and multiple)".

Advice stressed

Dr Balon told C&D last week that he had suggested his own list of prices for the items named by *Which?* and in drawing-up the list had used not only his own prices but had consulted the National Pharmaceutical Association, the Pharmaceutical Society and the manager of a local multiple branch. He had also revised the text of the proposed article with a view to stressing the need to take the pharmacist's advice.

In his letter to CA Dr Balon says: "The problem of the cost of prescribed medicines being under £1.30 is not very great. Figures presented in Parliament suggest that less than ½ per cent of dispensed prescriptions fall in this class. However, I hope the article will be of benefit to these people".

Dr Balon also criticised the headings being used for product groups. He told CA: "Since the article is primarily directed at 'prescribed' medicines, I feel the sub-headings in the table ought to be deleted. This may prevent the public self-prescribing incorrect treatment. Far better the public be encouraged to ask the

pharmacist to respond to symptoms." Dr Balon told C&D he had in mind, for example, the description of Stugeron etc as "antinauseants." He goes on: "As this topic is so important, I feel it would be of benefit to contact our official body, the Pharmaceutical Society, who, I am sure, would be only too pleased to comment."

Among points Dr Balon made in his proposed revision of the text are the following:-

□ "In some cases medicines may be bought more cheaply [less than £1.30] especially for many ailments such as indigestion, diarrhoea, constipation, headaches, etc. It is worthwhile asking your pharmacist's advice."

□ "Quantity is the all-important factor. The quantity prescribed is frequently in excess of that in the table. If you will use all the medicine, it may be well worth having. However, if it's something that will quickly clear up, you may be better off paying less for a smaller quantity without the prescription."

Some prices for generics suggested by Dr Balon are compared with those published by *Which?* in the following table. In respect of branded medicines Dr Balon had suggested the inclusion of a number of alternative pack sizes, such as the larger, more economic packs of analgesics.

See also Comment, p747. ■

Health Counter campaign goes on

Beecham have emphatically denied a report in last week's *Marketing Week* that they have been forced to stop their Press campaign for Health Counter mid-way through the launch effort. The story is "completely without foundation" they claim.

Beecham confirm that the planned advertising schedule is going ahead, with double-page spreads in the May and June

issues of women's magazines. This will be followed by single-page insertions in July and August. "All the space already booked for Health Counter advertisements will, therefore, be taken up as originally scheduled." ■

Dispensing doctors willing to pay up?

Most dispensing GPs have agreed to pay a £10 voluntary levy, and the setting up of a rural compensation fund has been included as a recommendation in the General Medical Services Committee annual report.

Earlier this year the GMSC lobbied Local Medical Committees for their approval for the setting up of a compensation fund to break the rural dispensing deadlock. Dr John Lewis, chairman of the rural practice group, told C&D that a majority of the replies had been favourable. Although there is some opposition he considers there will be majority support for the recommendation when it is discussed at the LMC conference, June 22-23.

GMSC approval has already been given on the draft Clothier regulations, with the exception of a few minor points, Dr Lewis said; he also pointed out that the GMSC had been as good as its word when it had promised to expedite the setting up of a compensation fund. Pending the LMC conference decision, it was just a matter of "screwing the nuts and bolts together" he said. Last year's conference though, rejected a proposal for a levy.

The pharmacy side of the compensation fund was set up more than a year ago, and the profession has become increasingly impatient with the delay. When in operation, the fund of around £25,000 will allow compensation to be paid at the rate of £2 per patient per annum for an initial five year period. ■

Waking appeal

Mr L. Collin, the Great Waking pharmacist, is to appeal to the Secretary of State regarding a recent decision from Essex Family Practitioner Committee which allows a two year period of notice before patients are to be transferred from the doctors' dispensing list to the prescribing list, unless the Clothier report is implemented first.

His appeal is based on section 84 of the NHS Act which gives him the right to request the Minister to hold an inquiry into an affair such as this. Mr Collin is also appealing to the Area Health Authority in a move to get a more favourable ruling from the FPC. ■

	Quantity	<i>Which?</i>	Dr Balon
Aluminium hydroxide mixture	200ml	£0.30	£0.75
Magnesium trisilicate mixture	200ml	£0.38	£0.50
Kaolin and morphine mixture	200ml	£0.42	£0.52
Senna pods	25g	£0.33	£0.38
Pholcodine linctus	100ml	£0.50	£0.75
Friars balsam	50ml	£0.43	£0.55
Paracetamol elixir	100ml	£0.52	£0.75

'Free movement' package criticised

The European Parliament is about to consider in detail the latest proposals for the free movement of pharmacists in the EEC. A working document has been drawn up for the Parliament's Legal Affairs Committee by German Christian Democrat MEP, Mr Kurt Malangré.

The Malangré working document criticises the European Commission's proposals for not dealing with the most important aspects of pharmacy: geographical distribution of dispensaries; monopoly of sales of medicinal products for pharmacists; and ownership of medicinal products. The Commission's decision not to regulate the geographical distribution of dispensaries and to allow instead differing national provisions governing establishment to remain in effect means that those Member States which do not put any restrictions on the establishment of pharmacies are placed at a disadvantage. This, according to Mr Malangré, runs counter to the aim of freedom of establishment which is to assure equal conditions of access for all qualified pharmacists seeking work throughout the EEC. ■

GP service — OTC

A quick service counter for patients with minor ailments and problems has been set up by a group practice of four doctors at Thamesmead in Kent.

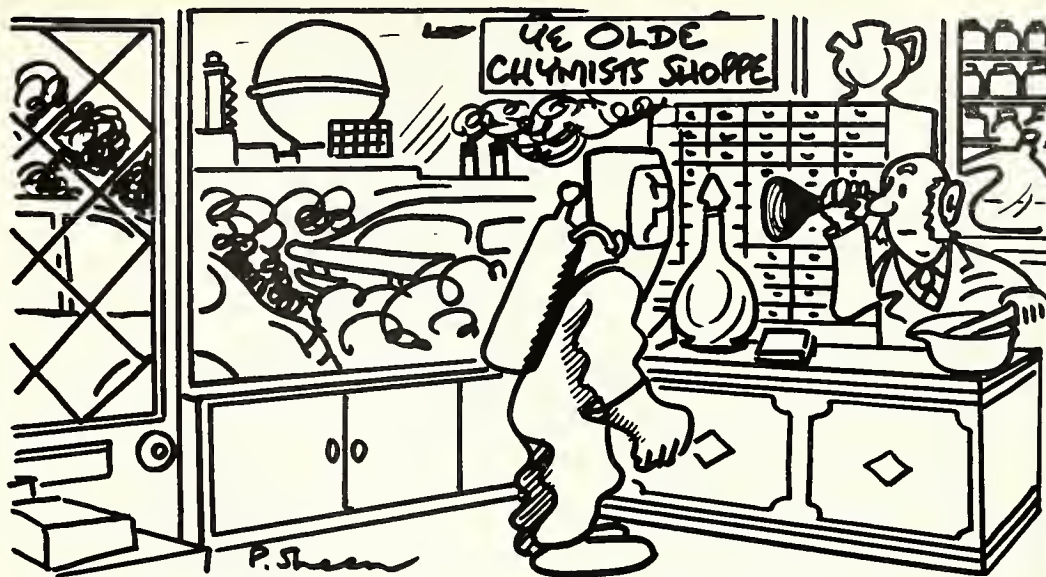
The counter in the reception area is manned for two hours daily by a doctor with the aim of giving a 60-second service to patients without an appointment requiring advice, a sick note or a repeat prescription. Emergencies are also dealt with by this doctor.

One of the GPs commenting to the *Daily Mail* says: "By establishing a quick service counter we have relieved pressure on the main surgery and left more appointments available for people who really need them."

The new counter is screened off by display posters to provide partial privacy and patients requiring discussion of confidential matters or an examination are told to make an appointment. ■



Mr Tim Astill, NPA director, presenting the Victor Ludorum sports trophy to Steve Ewan, Leicester School of Pharmacy, at the recent BPSA annual dinner



"You're my last hope. I'm allergic to the twentieth century."

Prescribing role for US pharmacists

Hospital pharmacists in the USA will become more involved in prescribing, predicted one of the speakers at a Pan Pacific conference in Hawaii last week.

Dr Eric Herfindal, professor of clinical pharmacy, University of California, said that such pharmacists would work under the general supervision of physicians and would prescribe "wider explicit protocols". They would be specialists working with certain chronic diseases such as hypertension, diabetes and arthritis which were treated primarily by drugs and diet.

"Our own research has shown that pharmacists in this role have contributed greatly to disease control, reduced suffering and reduced costs," he said. "I believe that hospital pharmacists will become authorised to increase or decrease doses of drugs based on physical assessment and laboratory results. Nutrition pharmacists will be able to write detailed orders for total parenteral nutrition; infectious disease pharmacists

will prescribe appropriate antibiotics at the request of the attending physician; oncology pharmacists will design chemotherapy regimens and prescribe drugs to alleviate pain and nausea. History indicates that this is a logical extension of our professional responsibilities."

Dr Herfindal stressed he was not suggesting that pharmacists would become independent practitioners but "within a broadly defined institutional environment" and doctor supervision they would prescribe for patients under their care.

The same trends were likely to occur in other countries besides the USA, he continued: "Drugs are virtually the same all over the world and patients suffer the same where drugs are used inappropriately." But he warned against "implementing" such programmes before deciding whether they were appropriate to the country, culture and hospital concerned. ■

Praise from former Secretary at DHSS

The Rt Hon Patrick Jenkin, Secretary of State for Industry, paid tribute to pharmacists last week when he spoke at the annual dinner of the Pharmaceutical Society's East Metropolitan Branch.

"I know I speak for all the MPs in this part of London when I say that we are deeply indebted to you for the vital role which you play in meeting our constituents' health needs," he said. "It is impossible to imagine how the NHS could function if it were not for the comprehensive pattern of community pharmacies which you and your colleagues run."

Mr Jenkin said he liked to think — "but perhaps this is a judgment which others should make" — that during his recent period as Secretary for Social Services, relations between the Government and both the Society and the Pharmaceutical Services Negotiating Committee improved significantly. A

number of notable advances were made.

"I am very keen to see pharmacists playing a still more substantial role in meeting the health needs of our people," Mr Jenkin continued. "You and your fellow members can claim a wealth of professional expertise which should enable you to give advice and to supply medicines to patients suffering from a range of minor ailments. You are also well placed to advise them when they ought to see a doctor. I have always taken great encouragement from the fact that when consumer bodies have tried to catch you out selling medicines when you should be advising people to see their doctor, they have found almost no evidence of this at all. This speaks volumes for the high sense of responsibility with which pharmacists approach their duties."

"Perhaps sometimes you feel you are taken for granted . . . I can tell you that this is not so." ■

PIP code brochure issued

Details of the PIP code (pharmaceutical product interface code) and the associated licensing system for retailer, wholesaler, manufacturer and other users, have now been published in brochure form by the PIP code regulatory authority, the National Pharmaceutical Association.

"The individual computer systems operated by manufacturers, wholesalers and retailers can be interfaced to recognise the PIP code, which will therefore provide a common language. This will enable the retailer to retain a freedom of choice of supplier and will make it possible for all involved in the distribution chain to benefit from streamlining their communications and merchandise handling systems," says the brochure.

"In the short term, the PIP code will be used mainly as an interface between retailer and supplier for the purpose of

placing and receiving orders. From there it is expected that within retail pharmacy the PIP code will become increasingly used for stock control and point of sale data capture. Computer users who choose to adopt the PIP code as the primary code for their systems can avoid the time and expense of maintaining their own data base. This will be a considerable advantage to smaller businesses with limited clerical resources.

"Several manufacturers have declared their intention to use the PIP code on their packaging and more will follow their lead as the PIP code becomes more widely established and as the larger retail multiples and hospitals appear as users. Future developments of the PIP code will be of particular interest to pharmacists. Matters currently under consideration include records for drug interaction, dosage parameters, therapeutic and pharmacological classifications. It is also recognised that ANA product numbers will be increasingly used and the PIP code has been designed with the flexibility to adapt to this development in due course."

Brochures are available from *Mr B. Dosser, NPA, 40 St Peters Street, St Albans, Herts AL1 3NP.* ■

EDC reports on computers in retail

The major technological changes thought likely to affect shopping in Britain in the next five years have been reviewed by the Economic Development Committee for the Distributive Trades.

They foresee opportunities for the smaller business to catch up with the multiple in securing management information at POS and through stock control and administrative systems. All businesses will proceed towards an ability to exchange data electronically with suppliers and with consumers ultimately possessing an "armchair shopping" capability.

Capture of data at POS can be managed by bar code scanners, optical character recognition light pens or through manual entry of a code on a till linked to an in-store computer with price look up (PLU) facilities. The report points out that electronic cash registers, with PLU for a limited number of coded, fast selling items, is likely to be the basic tool for the smaller trader.

The report stresses that common and compatible computer networks, product coding systems and standards for data exchange must be established for distributors and manufacturers to realise fully the potential of the opportunity available to them.

Mail order traders have been major users of information technology for many years, say EDC, but they do not expect progress in selling to consumers through their own homes to be as dramatic as some appear to expect. The systems becoming available are: portable data capture units linked through the telephone, video discs to replace

catalogues and viewdata, such as Gateway and British Telecom system (due to become operational in 1982, and able to create a link via the Prestel network with a supplier's computer).

The EDC believes a far larger proportion of the funds allocated by Government to support technology should be devoted to the distributive trades because the 300,000 retailers and wholesalers "constitute one of the largest potential markets for information technology."

The EDC recommends that a distributive trades technology unit be established within the Department of Industry. This would provide a focus for co-ordinating the awareness and advisory services recommended elsewhere in the report. It would also link the needs of the trade, research and development, systems development, and the work of UK equipment manufacturers and software houses.

Other recommendations address issues covering consultation with employees and their representatives; the protection of job opportunities for women; the importance of providing advance information to consumers on the nature and effects of the changes taking place; and privacy and data protection.

The EDC has agreed to commit a major part of its resources over the next 12 months to carrying forward the report's recommendations which, they believe, will act as a framework for continuing discussion on the effects that information technology will have upon the structure and growth of the distributive trades over the next decade. ■



Mr Richard C. White of Market Deeping, was the only entrant to score full marks in the jointly run MENZA / Numark IQ competition, specially devised for pharmacists and their staff. He is seen here being presented with his prize, a small, Sinclair "home" computer by Mr Hugh Butler (right), chairman of E. H. Butler & Sons Ltd of Leicester

PPA computerises


The Prescription Pricing Authority has ordered four Rediffusion minicomputers for use in one of the Newcastle processing divisions. Computer pricing will be tested during July, August and September, coming into full operation at the beginning of October.

The minicomputers are R1800/70 distributed data processing systems, with 40 terminals, a 3001pm printer and a 66MB disk on each system. They will be used to capture information from three million prescription forms per month, with verified data being initially output to magnetic tape for processing on the authority's Honeywell mainframe. The data captured will be used to calculate remuneration for approximately 1,000 pharmacies in the South-East of England and to provide prescribing analyses to 2,000 general practitioners.

One system will be used initially for the three-month testing and the full system will be delivered in September. The tests will be carried out by parallel running — prescriptions from one area will be priced both manually and by computer.

This is the first of the 11 processing divisions to become computerised. The others will change over gradually — the second one is planned for February 1983 and full computerisation is aimed for by 1986.

Pharmacists are unlikely to notice any major difference as the main benefit will be a great increase in prescribing statistics, hopefully leading to more effective prescribing. However a printout of one month's prescriptions will be available to contractors twice a year on request. The Pharmaceutical Services Negotiating Committee has asked that contractors should be informed about unacceptable endorsements but this request has not yet been agreed. There should be no change in the method of submitting prescriptions to the PPA. ■



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*Masters N. 1981. Modern Medicine, Oct 1981, p.13.

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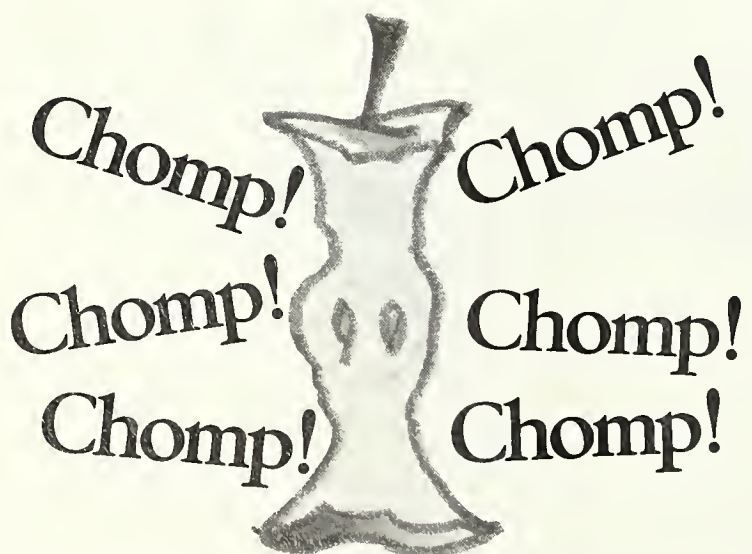
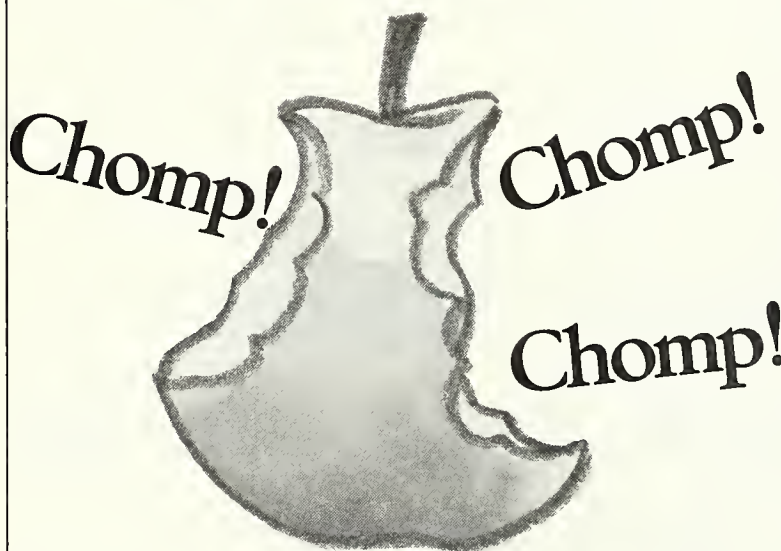
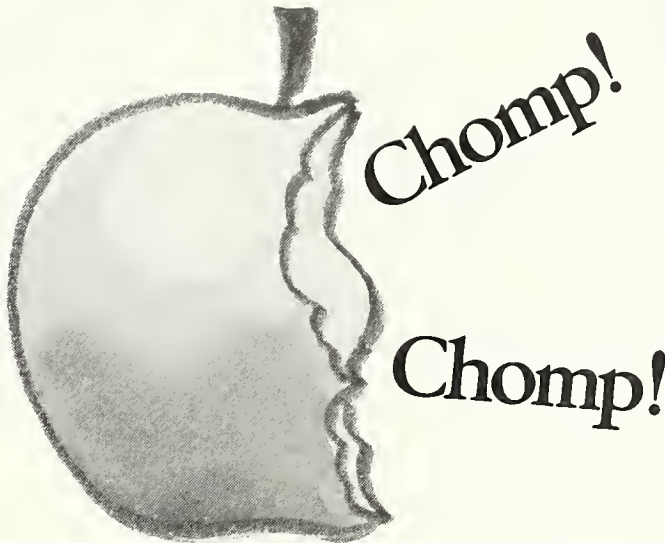
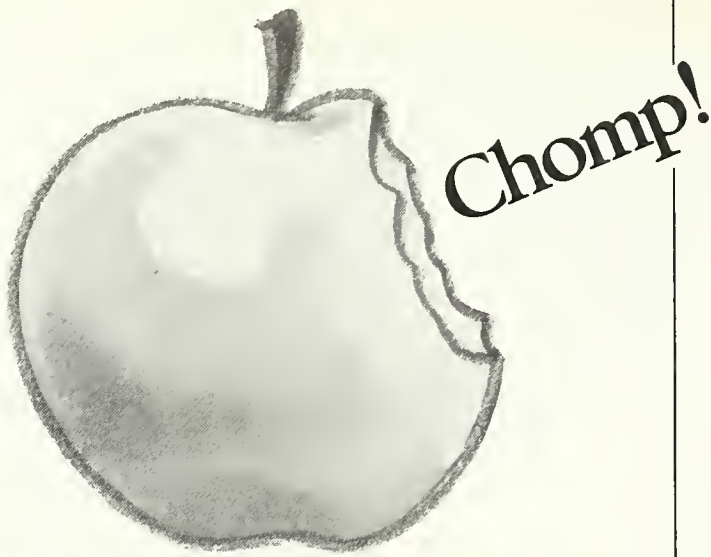
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Be warned - around 20 million people currently wear dentures in the U.K.

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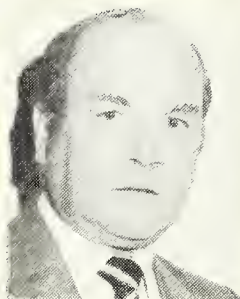


STAFFORD-MILLER
The leading name in denture fixatives



Mr Theodore Johnson

MPS, will be proposed for election as a director to the Unichem board at the annual meeting on May 20. The Board vacancy arose as a result of the decision of Mr Kenneth Rutter, FPS, a member of the board since 1974, not to stand for re-election. Mr Johnson, 46, owns and operates two Fife pharmacies, in Leven and Glenrothes, which he runs with his wife Ann. He qualified in 1959 after completing a pre-registration apprenticeship with R.H. Rowson of Harrow, subsequently serving three years in the RAF. He then went on to work in retail pharmacies in Glasgow and North London for a year, before joining Parke-Davis as a representative. In 1966 he bought a retail pharmacy in Edinburgh, remaining there for 14 years prior to selling up and moving to Fife. Mr Johnson joined Unichem's Scottish regional committee in 1976.



Arthur Hayes, commissioner of the USA Food and Drug Administration, is to be the keynote speaker at this year's European Proprietary Association (AESGP) annual meeting.

Dr Hayes was chief of pharmacology and professor of medicine at Hershey Medical Centre, Pennsylvania State College, at the time of his appointment. He has affirmed his support for President Reagan's aims of easing the nation's regulatory burden and has said that "regulations must not be permitted to stifle innovation or new applications of scientific knowledge."

Following Dr Hayes' opening address there will be work sessions dealing with legislative trends in health care, new concepts for responsible self-medication, and new opportunities for communication about self-medication, which will include a paper on direct satellite broadcasting. Putting forward a case for responsible media advertising of non-prescription medicines will be Jacques Seguela of the French advertising agency, Roux, Seguela, Cayzac et Goudard, who carried out the presidential campaign for Francois Mitterand. ■

Mr A.B. Sanders, MPS, marketing director of Smith Kline & French Laboratories Ltd, has been elected to the board. He joined the company in 1964 and became general manager of the animal health division before taking up an appointment in Smith Kline RIT in Belgium, where he became general manager of the pharmaceutical division. He returned to the UK as director of marketing in December 1981. ■

By Xrayser

Time, gents

My wife laughed when reading my printed column last week (which dealt with my view of the reality of sex equality as it should be) and then accused me of being a bit muddled! "How muddled?" I demanded. "Well," I was told, "you say that women are tougher, fitter and live longer than men, yet you only say they should work three or four years longer. Longer than at present, or longer than men?" I should not have to clarify such an obvious point. Longer than men, of course!

I suppose I should have been more charitable towards the bright young things of pharmacy than to suggest they were too conservative in accepting without question the assumption that women should be put out to grass earlier than men. So now I shall generously concede they made some valid points at their conference. I wholly agree that all pharmacists must attend, and regularly, postgraduate study courses, because in the context of my time at work there is no way I can give proper attention to the various manufacturers' information documents. If they are read in isolation at home they don't easily stick in the mind unless relevant to a particular patient.

But for the students' information, at the last course I attended, it was not the younger pharmacists who made up the numbers so much as the more senior members of the profession — including one 70-year-old who stretched my mind considerably during conversation. Age in itself seems no good reason for retiring anyone, a point made recently in a radio programme which said it could be a sentence of death for the active mind to be thrown into limbo for so arbitrary a reason. However, I liked the suggestion of a compulsory training in first aid — surely to be a part of the course, preferably coupled to some diagnostic training to fit us for our role as pre-doctor clearing houses for patients.

Another sensible suggestion came from Mr Smith who thought the coloured pen and coloured prescription forms, used by doctors following theft of their normal pads, was ludicrous. It is. Mr Smith suggested pads should be serialised with numbers or codes, so that numbers could easily be checked.

Herbal

We have a "health shop" across the street whose proprietor, a fresh-faced hyperchondriac, is constantly pressing the claims of his herbal remedies. Frankly I

avoid him, since he seems to view my presence anywhere as a challenge, so that should we meet accidentally at the pub, or the bank, I find myself expected to defend the use of chemicals and drugs as opposed to nature's pure healers! Poor chap has no training at all apart from what he has swotted from manufacturers' brochures, yet he still presumes to advise the public to avoid the chemist and his drugs — which has a certain value, since they all rush over to tell me, expecting fireworks no doubt. I merely smile, which distances us more effectively than any amount of talking, yet still allows this local community pharmacist to be seen as a discreet and tolerant man.

Trade

It had to come — or so I kept telling myself over the last dreary four months, months which saw my turnover take a hard nosedive that gave me the doom and glooms every time I looked at the books. But with the sun out things have picked up and we appear to be busy again, with a constant stream of customers and scripts, heavy enough to have kept me out of the office all week despite an urgent need to complete last year's figures for the accountant (who no doubt will be anxious to reply to the mysterious letters Her Majesty keeps sending). I find the letters irritating, and think I ought to ask HM to send them direct to the accountants, but never seem to get around to it.

The stocktakers have just been and given a preliminary figure — which alarms for it showed a growth in shop lines which well exceeded the small growth in turnover. At the moment, then, I am having a critical look at stock because it is obvious I haven't been keeping as close a control over the range as I ought. Sale of bath additives (which used to be good) seem to have died, as have baby foods, hair conditioners, up-market perfumes and photographic equipment. Over the next good months I propose to price-cut the slow lines, buck up my window displays, and make weekly forays into my local stores to see exactly what lines they are stocking.

I'm stocking tights now, with a special introductory offer of four pairs for £1.19, but couldn't understand why sales were so slow until, buying some brandy for a Brorpton cocktail at the local supermarket, I saw a first-class display — four pairs for 99p, right alongside the checkout. Now what do I do? I paid nearly that for my less-well-packed offering. Still, Summer is coming and Numark have a super range of new stockings on a stand under the Pretty Polly label to help us coin some pieces of eight. Another Soxcess? ■

Novel formulation of GTN by Rona

Another novel formulation of glyceryl trinitrate is being introduced in the UK. On May 3, Rona Laboratories are launching Nitrolingual — a metered dose of aerosol for oral use.

The preparation is sprayed directly onto oral mucosa giving rapid buccal absorption of the drug from the spray droplets, hence producing an almost immediate effect, the company says. Unlike GTN sublingual tablets the spray does not deteriorate on storage and they say there is no loss of potency throughout the three-year shelf-life.

Nitrolingual spray

Manufacturer Rona Laboratories Ltd, Cadwell Lane, Hitchin, Herts SG4 0SF

Description Metered-dose aerosol delivering 0.4mg glyceryl trinitrate per spray emission

Reminder on GTN storage problems

A reminder about how glyceryl trinitrate tablets lose their activity when incorrectly stored is given in last week's *British Medical Journal*. Samples of GTN tablets were collected from 21 patients attending a cardiac clinic at St Laurence's Hospital, Dublin. From these 11 tablets were randomly chosen and given to 11 healthy volunteers. On different days each volunteer also received a placebo tablet and a fresh GTN tablet from a previously unopened container.

Heart rates were measured before the tablets were given and at intervals thereafter up to 60 minutes. The increase in heart rate caused by the patients' tablets at 10 minutes was less than half that produced by the fresh tablets, and after 15 minutes the patients' tablets did not produce an effect that was significantly different from placebo. The fresh tablets continued to cause an appreciable increase in heart rate until 20 minutes after administration.

The authors noted that only two patients had the recommended type of container for storing their tablets and one of these also contained absorbent packing material. Seventeen used plastic containers and one kept the tablets wrapped in cloth. Duration of storage was from three days to five years. They recommend that greater care should be taken to dispense GTN tablets in correct

Indications Treatment and prophylaxis of angina pectoris including variant angina

Dosage During an attack, one or two metered-doses. No more than three metered-doses are generally recommended at any one time. For the prevention of exercise-induced angina one or two metered-doses before exertion. Not recommended for children

Method of use Patients should be instructed to position the canister touching the mouth, spray the dose onto the oral mucosa, and close the mouth immediately after each dose. The canister should be held vertical with the valve head uppermost and the spray orifice as close to the mouth as possible.

Patients should familiarise themselves with the position of the spray orifice, which can be identified by a small indentation in the nozzle, for easier use at night. The spray should not be inhaled

Contraindications etc As for glyceryl trinitrate

Packs Canisters of 200 metered-doses (£4.85 trade)

Supply restrictions Pharmacy only

Issued May 3, 1982 ■

containers with the number prescribed related to likely consumption. Patients should be encouraged to carry only a small number of tablets with them storing the remainder at home under the recommended conditions. ■

Cosalgesic repack

Cosalgesic is now available in blister packs. Each box contains 10 strips of 10 tablets. The price remains the same, at £1.18 trade. *Cox Continental Ltd, Whiddon Valley, Barnstaple.* ■



Steve Davis, World Snooker Champion, flanked by Kodak's new Gold Award hands over signed prints to a youth snooker champion to mark the launch of the new Kodak Award for Quality 1982

British 'Photo' competition

The British Photography Competition organised by Kodak Ltd and *Telegraph Sunday Magazine* takes a "Down to the Sea", theme in 1982. Everyone who is a permanent resident in the UK is eligible to enter the competition.

There are three sections, each with its own prizes, "People", "Places" and "Events" for transparencies taken on Kodachrome or Ektachrome film. The overall winner chosen from the winners in each section will be named British Photographer of the Year, and will receive £1,000 donated by Kodak. The first, second and third prize in each of the three sections is £500, £250 or £150 and one of the new range of Kodak Disc cameras to be launched in the UK in the autumn.

Competition rules and the entry form can also be obtained (send sae) from: Kodak Advertising Distribution, Kodak Ltd, Victoria Road, Ruislip, Middlesex. ■

Kodak for Olympics

The Eastman Kodak Company have been named as official photographic consultants to the 14th Winter Olympic Games to be held in 1984 in Sarajevo.

The agreement also names Kodak the official supplier of still and movie films and processing services. Products and services are to be supplied through Kodak-Pathe, the Kodak unit in France.

Kodak have previous Olympic experience and a close association with various sports programmes. ■

Quality Awards '82

Kodak have announced the launch of their new "Kodak Award for Quality, 1982", for laboratories using Kodak materials. Its aim is the continuing improvement in quality of consumer's pictures.

Weekly checks are made on the processing performance in each of the labs taking part with expert advice offered through the Kodak monitoring service.

This work behind the scenes to support, improve and assess work, means that prints on Kodak paper are improving all the time, say the company. As a result, Kodak will not be singling out just one laboratory as an overall winner this year. Instead, all laboratories consistently achieving the standard will be receiving either a Silver Award for two consecutive months of attaining the standard or a Gold Award, presented by a leading sports personality, after four months. ■

Gibbs aim for further inroads in body spray market with Vivas

Next week Elida Gibbs are introducing Vivas, a perfumed, deodorant body spray to be supported by a £1.2 million advertising spend in the first six months.

Far from detracting from sales of Impulse, launched as a new fragrance concept in September 1979, Vivas is expected to develop the body spray sector as a whole. Vivas is designed to appeal to the "sophisticated, self-assured, independent" women — a different woman from the Impulse user.

Elida Gibbs say that body sprays account for only 13 per cent of the total deodorant market in the UK, whereas in some other countries they account for up to 25 per cent. The reason the UK sector is not yet generously developed, says the company, is simply because no-one offers a brand designed to appeal to the older, slightly more sophisticated woman.

Vivas (75ml, £0.99), comes in four variants. Francaise combines orange blossom and rose with woody notes, patchouli, vertivert and honey; Americaine has fruity top notes combined with jasmine and other florals; Italienne is a blend of florals, musk and chypre, with a touch of spice for added warmth; and Orientale has a base of moss and woods.

Advertising starts in June with a national television campaign on the theme: "Vivas — for the lady who is never taken for granted". Women's magazine advertising runs from September to December. Support is planned on the same level for 1983. Sell-in bonuses are available to the trade and a consumer promotion will run in Boots branches during the summer. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.* ■



Gillette extra value

Gillette are currently selling-in Right Guard aerosol variants with 25 per cent extra free included in-pack. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.* ■

A 'Gentle' boost

As part of the test marketing of Gentle soap in the Midlands area, Crookes Products are currently offering a free tube of Complete Care hand and nail cream. The consumer has to collect four Gentle wrappers and send them in together with 28p in stamps towards postage and packing, to receive a 100ml tube of Complete Care, in return. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.* ■

Goat's milk supplier

Welsh Goats Ltd are now producing spray dried goat's milk, sealed in plastic bags, to re-constitute to 1 pint. The minimum order is one box of 50 bags (£18.50 cash with order, retail £0.48 per bag), despatched within seven days subject to availability. Goat's milk is said to be easier to digest than cow's milk because of its finer particles of fat and protein. It is also helpful for adults and children allergic to cow's milk, and may be given to babies from 4 months. *Welsh Goats Ltd, Unit 1, Industrial Estate, Tregaron, Dyfed, Wales.* ■

Savlon in Harlech

An advertising campaign is taking place in the Harlech television area for Savlon Dry. Promoting the theme "Faster than a plaster," the commercial will appear over 60 times in the next four weeks. *Care Laboratories Ltd, Badminton Court, Amersham, Bucks.* ■

Babettes in bulk

Robinsons of Chesterfield are to introduce bulk packs of Babettes insert disposable nappies during May. The packs of 40 pads will also contain three tie-on plastic pants making a complete insert-type disposable nappy system in one pack. Robinsons will also continue to produce the popper fastening Babettes pants.

The larger packs carry a new mother and baby design and are flashed to announce the inclusion of the plastic pants. The launch is being supported with trade discounts, a trade competition and POS material. *Robinsons of Chesterfield, Wheat Bridge, Chesterfield, Derby.* ■

ENGLISH GRAINS

Strength... is also in its ability to wrap things up.

As part of our comprehensive manufacturing services for tablets, powders, liquids and pastes, is a highly efficient contract packing facility.

We can offer this service at extremely competitive rates for any type of bulk product. English Grains modern equipment includes high



speed tablet counters, strip and blister packing machines, liquid filling lines, film wrapping and shrink wrapping machines.

Talk to our contract division and wrap up the whole deal to your complete satisfaction.

English Grains Limited,
Park Road, Overseal,
Burton-on-Trent, DE12 6BR.
Telephone: (0283) 221616. Telex: 341345

ENGLISH GRAINS
The name speaks volumes.

Summer spends from Philips

In time for the pre-Summer holiday season, Philips are to promote their UVA half body and facial solaria in a consumer Press campaign with the theme "10 days ago I was white." The double page colour advertisement will appear throughout Spring and early Summer in *Harpers & Queen*, *Slimming*, *Cosmopolitan*, *Options*, *Vogue*, *She* and the *Observer Colour Magazine*.

The campaign is the first for the Philips domestic solaria range and highlights the product advantages promising a healthy, golden, year-round tan for £75-£160. In addition to a double page spread, an extra half page advertisement will list the retail outlets stocking the range.

The domestic solaria market has grown in the last 2 years from virtually nothing to £1.8m and it shows tremendous potential for the future. "Philips have captured a 27 per cent share of this rapidly growing market only a year after entry," says Freddie Brown, divisional director of Philips Small Appliances, "and we expect to see sales doubling this year with the Philips Solaria range leading the market."

POS material is available linked to the Press campaign. *Philips Small Appliances*, Drury Lane, Hastings, Sussex. ■

Ocouture additions to Parfums Grès

A 1oz size of Parfums Grès eau de cologne (£2.50) will be available from May and a new fragrance, Alix Grès, is to be launched in the Summer. Comprising both perfume and eau de toilette in various sizes, retail prices will start at around £10.50 for a 60ml eau de toilette rising to £42 for a 30ml bottle of Alix Grès perfume. *Ocouture Fragrances Ltd*, Spur Road, Feltham, Middlesex TW14 0TJ. ■

Price corrections

Corrections to the retail prices on some of Napp Laboratories' products which appeared in the Price List supplement of April 10. Audax ear drops should read £1.19, Brovon inhalant 20ml should read £1.41, Brovon inhalant 50ml £3.26, Carylderm lotion 55ml £0.60, Esoderm lotion 55ml £0.60 and Prioderm lotion 55ml £0.60. All the trade prices are correct. ■



No oil, no burning, no peeling, no jet lag, no tummy bugs.
The Philips solaria. What a wonderful way to get a beautiful tan! And keep it.
All you have to do is spend about 25 minutes a day on the part you wish to tan - for ten days at most.
It's safer than the sun because it doesn't contain the rays that burn you.
Only the ones that brown you.
So all you get is a golden tan. Everyone will think you've spent a fortune in the Bahamas.
Not around £160 in one of the Philips solaria, shown over the page.
That's the price of the solaria in the picture - but you can get a smaller Philips model for about £75.
And for a year-round tan, that's an all-round bargain!

PHILIPS

Clinicomb distribution

Clinicomb Ltd have appointed Dendron as sole distributors for their metal comb through wholesale and retail chemists in the UK.

All orders for the Clinicomb should be sent to Dendron and requests for promotional literature to *Clinicomb Ltd*, PO Box 150, Chippenham, Wilts SN15 2QN. ■

Have plug, will travel

A travel plug, designed as an adaptor so that there is no need to change British electric plugs abroad, is being introduced by Traveller International Products Ltd to the chemist sector. It takes at one end, a 3-pin (13 amp), or 2-pin (5 amp) shaver plug and, at the other end, provides a choice of pins to fit all the principal

international sockets, the company say.

The adaptor is tested and approved to BS 5733 and is intended for use with a wide variety of earthed and unearthed electrical appliances. This mark 2 version features a selector plate that can be adapted to fit a number of types of lampholders and ceiling fittings. The travel plug (£3.95-£4.95 trade) weighs 4 oz, and is sufficiently compact to fit into a pocket or handbag, the company claims. *Traveller International*, 51 Hays Mews, London W1X 5DB. ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lanes	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is
Airbal:					
Anadin:					M, So
Aspro Clear:					All areas
Braun micron de luxe:					All areas
Crunch n' Slim:					Lc, G
Dixcel Checks:					All areas
Elastoplast antiseptic cream and liquid:					All areas
Germolene ointment:					All except A
Japps health salt:					Sc
Limara:					All areas
Nailoid:					M
Oil of Ulay					All except E, CI
Paddi Cosifits:					All areas
Pampers disposable nappies:					All areas
Peaudouce babyslips:					All areas
Polaroid Sun cameras:					All areas
Profile slimmers meal replacement:					A
Rennies:					All areas
Savlon Dry:					WW
Scholl Air Pillo					
insoles:					All except Ln, We, E, CI
Soluble Phensic:					All except Lc, Y, NE
Sophia:					All areas
Sweetex:					All areas





Raymond Bellm — Managing Director

**“International Laboratories are
now the *fastest growing*
Pharmaceutical Company
selling through Chemists only.
As our sales increase — so your
confidence increases as you know
we *guarantee* the sales of all
our advertised products whether
bought direct or from a wholesaler.”**

YOUR GUARANTEE FOR:

MIGRALEVE • MUCRON Tablets/Liquid
DO-DO • DERMIDEX • EAREX
COLLIS-BROWNE'S • CRAMPEX

INTERNATIONAL LABORATORIES LTD
WILSON ROAD, ALTON HANTS GU34 2TJ. TEL (ALTON) 0420 88174

THE GUARANTEE IN FULL:

International Laboratories Ltd., guarantee the sales of all their advertised products whether bought direct or from a wholesaler. Stock redundant through lack of demand or unsaleable through damage, breakage or age, may be returned at any time for full credit or exchange without question.

COUNTERPOINTS

Larger prints from cassette films

Kodak have launched a branded range of four inch prints available as first time prints, reprints and copyprints from 135, 126 and 110 negatives, in addition to existing "3½in" services.

Super 4 prints ordered at the time of processing will cost £0.14 with reprints at £0.25, and copies £0.35 — a 17 per cent price increase on the price of 3½in prints but 30 per cent bigger, say Kodak. The prints can be made on lustre, lustre-lux and glossy paper where currently possible. (From the introduction of the service, glossy prints will no longer be available from 3½in prints made at the time film is processed or on any roll films sizes).

A 15 per cent discount is available to retailers on customers order's placed during the first six weeks following the April 26 launch. Kodak will apply the same mark up to the new Super 4 prints as negotiated with dealers on the 3½in prints under the "personalised pricing scheme" unless advised otherwise. "Powerful" pos support will be given to the new prints and D&P wallets will carry the Super 4 message. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.* ■

Unichem May offers with J&J promotion

On special offer to members from May 5-29 are:- Airbal, All Free clean-ups (+ 2 free sachets), Brut 33 splash-on lotion and aftershave, Bristows hairspray, Baby Wet Ones, Cossack hairspray, Colgate Dental Cream, Dr Whites, Duracell batteries, Delrosa, Efferdent, Feminax, Germolene footspray, Germoloids suppositories and



Gumption goes heavy-duty

Gumption is being relaunched with a creamier, heavy-duty formula. Airwick guarantee that no other cream cleaner on the market can beat new heavy-duty Gumption's cleaning power and they are confirming this with a money-back promise — displayed prominently on-pack — together with a £1,000,000 television campaign. The two sizes of plastic bottle now have a clog-resistant cap and an easy-grip shape. While the competitively-priced standard size (270ml) is retained, the economy size is now smaller (425ml, £0.47). *Beecham House, Great West Road, Brentford, Middx.* ■

ointment, Head & Shoulders, Impulse bodysprays, Kleenex For Men, Lanacane, Marigold extra gloves, Nivea lotion, Savlon cream, Style, Snugglers elasticated, Sweetex tablets, Vaseline petroleum jelly, Vapona flykiller and small space flykiller, VO5 shampoo and conditioner, Woodward's gripe water, Whistling Pops and Lucozade. Price cards, shelf barkers and window posters will be available to members ordering from the promotion.

A selection of sundries are also on offer during the same period. Products included in the promotion are:- Oral B right angle toothbrushes, Thermos flasks, Unichem mattress covers, Sensodyne toothbrushes, Ever Ready blades and knives and Dunbee baby bibs.

May is the first month in this year's Johnson & Johnson products promotion. A lucky draw contest will be incorporated in the promotion at the end of July. Every 12-case assorted Johnson & Johnson order earns one entry and the prizes are 12 Unichem travel vouchers worth £100. Price cards and shelf barkers will be

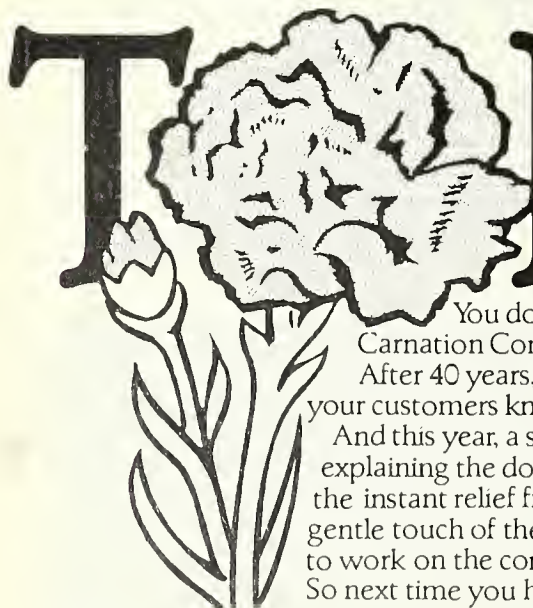
available for selected products.

Johnson & Johnson offers available from May 5-July 31 are:- baby powder, cream, soap, lotion, bath, oil and shampoo, baby-dry liners, cotton buds and cosmetic buds, together with Band-Aid washproof, clear and flexible fabric plasters. *Unichem Ltd, Crown House, Morden, Surrey.* ■

Thick and thin crayons

Optique have launched two new products for Summer, a slimline double-ended eyeliner pencil and a new blue shade of chunky crayon. The slimline dual-end pencil, in black/brown, has been added to the range in response to consumer demand for a more delicate pencil for eyelining. The soft crayon is in a subtle seascape blue. Both products are available for £1.65. A special offer of a free slimline pencil is also being made to purchasers of all jars of moisturiser or eye make-up remover. *Optique, 6 Bornsall Street, Chelsea, London SW3.* ■

TOP SELLER



You don't need to hard sell Carnation Corn Caps.

After 40 years, Carnation is a name your customers know and trust.

And this year, a series of ads will be explaining the double action benefits: the instant relief from pain and the gentle touch of the ointment as it gets to work on the corn.

So next time you have a customer with

corns, sell Carnation first. It's the name they know best.

CARNATION®

The gentle corn remover

Cuxson, Gerrard & Co. (Dressings) Ltd., Oldbury, Warley, West Midlands, B69 3BB. Tel: 021-552 1355. Available from all main U.K. Wholesalers and Agents. Distributed in the Republic of Ireland by Ovelle Ltd. Dundalk Industrial Estate, Coe's Road, Dundalk.



BIGGEST EVER TV CAMPAIGN



■ Sensodyne announce the all-time BIGGEST National TV Campaign for toothbrushes. It starts May 3rd.

■ Sensodyne Toothbrushes volume brand share leapt ahead by a staggering 55% when TV was tested in Anglia.*

■ Sensodyne Toothbrushes – the fastest-growing professional brand* – is the most heavily

promoted range to Dentists. This means Sensodyne Toothbrushes are already being heavily recommended to your customers.



■ Sensodyne Toothbrushes are now on special pre-TV Bonus Offer which includes free stands. Stock-up now. See your Sensodyne representative or call us today on Hatfield 61151.

*Independent Retail Audit.

SENSODYNE TOOTHBRUSHES



Anybody stocking this pr
can look forward to selling a
babyfood in cans and

Unlike other dried babyfoods, Heinz First Weaning Food is growing fast.

It's designed, specifically, as an introduction for young babies to solid food, and to introduce a mum, as her baby grows, to the wealth and variety of Heinz Strained and Junior food.

And that introduction works. Since we launched First Weaning Food, Heinz cans and jars have gone from strength to strength.

Sales over the last year have proved that babies weaned on Heinz stay on Heinz.

That's why more mothers are shopping in your store for the brand leader. And that means higher turnover and higher profit because Heinz cans and jars sell three times faster than any packet babyfood.

So Heinz First Weaning Food is selling itself-and helping you grow with your customers. Not bad for a beginner.

Heinz
A real meal for a baby.



COUNTERPOINTS

Four Quant-ity compacts

Four compacts are available from Mary Quant containing co-ordinated colours from the make-up collection. Each mirrored compact (£12.50) comes in black trim and has two neat trays. The top holds four pearly eye shadow powders, two lip colours (one cream and one gloss) and a powder blusher. The lower tray which pulls out like a drawer holds a block

mascara and brush, mini eye definer kohl pencil, lip definer pencil and lip brush, a blusher brush and a double-ended sponge tipped applicator. The four colourways play with fire, in deep water, down to earth and walk on air are available from June. *Mary Quant Cosmetics, 75 Davies Street, London W1Y 1FA.* ■

Klorane campaign

The Klorane range of hair care products is currently featuring in a strong advertising campaign. The total range will be

advertised in *Cosmopolitan, Woman's Journal, Good Housekeeping, Vogue, Company, Hair* and the *1982 Hair Book*.

Diane Kay, group product manager for Klorane comments: "The more expensive hair products have had limited growth in recent months due to the economic climate. However, we feel that the consumer is still prepared to pay for quality and our campaign — with the sign-off line 'A little more expensive — by their very nature' will, we feel, convince them that it is worth paying a little extra." *Concept Pharmaceuticals Ltd, 59 High Street, Rickmansworth, Herts WD3 2DA.* ■

Metatone^{*}Tonic

-part of the family



PARKE-DAVIS

part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients: Vitamin B₁, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request *Trade mark R81056

Year round support for Super Wernets

Stafford-Miller will be backing Super Wernets, with a year round campaign in women's magazines and the national Press which they say will cover 75 per cent of the target market.

The campaign highlights the social confidence denture wearers can expect and reassures them that Super Wernets solves their problems with food. Each ad will carry a sample offer. *Stafford-Miller Ltd, The Common, Hatfield, Herts, AL10 0NZ.* ■

And then there were four...

Prince Matchabelli are adding an Aziza really waterproof mascara to the three mascaras already available. Coming in a mint green tube with a gold cap the mascara is supplied in a display unit of 24.

Three shades are available — black, brown and brown black (£1.95). *Prince Matchabelli, PO Box 242, Consort House, Vicoria Street, Winsor, Berks SL4 1EX.* ■



COUNTERPOINTS

Holidays offer from Limara

Smith & Nephew are planning a 1982 promotional spend of £2m for their Limara range. Trade bonuses are available across the range, including a special deal giving eau de toilette spray an srp of £2.99 or less.

A repeat campaign of the brand's television commercial begins at the end of this month and a consumer promotion is already under way. To participate, customers must purchase two Limara products (retaining till receipts as proof of purchase). Application forms are available at POS offering a Limara T-shirt and two £5 vouchers giving savings on a range of Club 18-30 holidays. By

completing an additional section asking for an apt or amusing name for the Limara girl together with a description of her favourite perfume, consumers become eligible for a competition to win a European Club 18-30 holiday for two — with a maximum value of £600.

A display contest for the trade is also planned and leaflets giving details are currently being distributed. Smith and Nephew representatives will photograph in-store displays of the range and those thought to be "most original and impactful" may qualify for one of the 512 prizes on offer, which include two first prizes of a weekend for two in Paris, ten second prizes of black and white television sets and 500 ladies and gents wrist watches for the runners up. *Smith & Nephew Toiletries Ltd, Welwyn Garden City, Herts.* ■

Paterson introduce 'Washing aid'

Paterson have introduced "Washing aid" used to reduce wash times and give a greater assurance of image permanence for traditional types of black and white enlarging papers. It is suitable for all silver image materials including films and all

fibre-base papers and available as a 1 litre concentrate (£2.29 srp).

Washing aid is simple in use and is diluted 1:4 with water to make as much solution as is needed. After fixing, films and prints are rinsed in plain water for 30 seconds and then treated in washing aid for one minute. Films are then washed for five minutes and prints, either single or double-weight, washed for twenty minutes. *Paterson Products Ltd, Boswell Court, London WC1N 3PS.* ■

'Beddy buys' from Cow & Gate

Cow & Gate are to support their range of baby foods with a new consumer "Beddy buys" promotion. Mothers can buy a baby sleepsuit for £2.75 (plus postage) with 25 proofs of purchase from stage 1

and stage II baby meals, Liga rusks, syrups and yoghurt desserts.

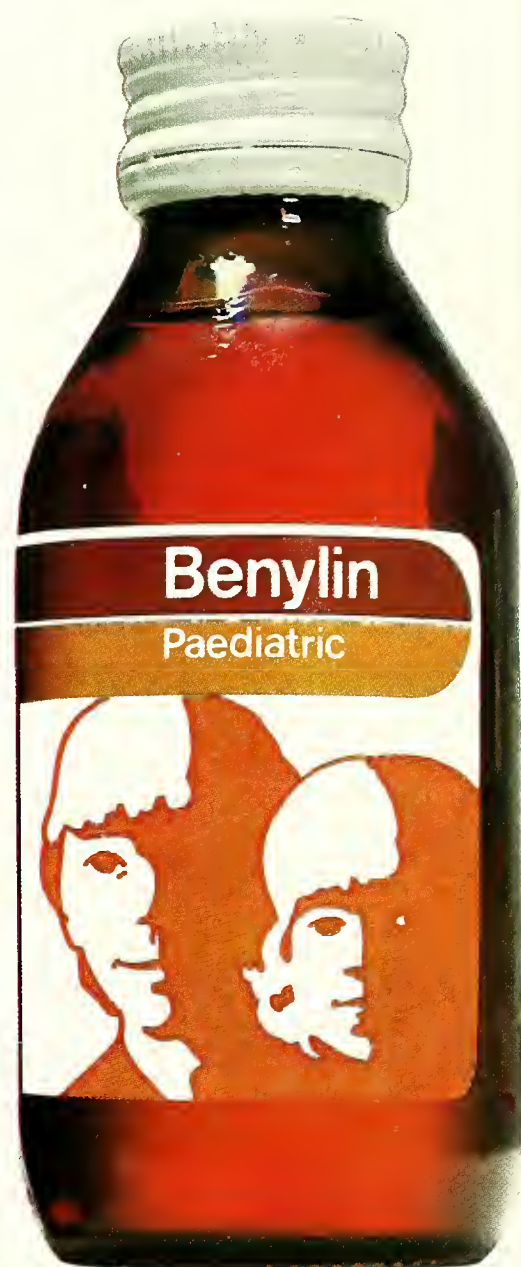
The promotion will be featured on the jar caps of Cow & Gate baby meals and explanatory leaflets will be available for consumers at the point-of-sale. The offer will remain open until March 31, 1983. *Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wiltshire. Telephone 02214 3611.* ■



The first £100 cheque in the nationwide competition currently being mounted by Wyeth Laboratories to promote Aludrox was won by the pharmacy department of the Ipswich Co-op Ltd in Felixstowe. Receiving the cheque from Clive Omer,

Wyeth regional sales manager for Nutrition products, is pharmacy manager John Ekerholt. With them from left to right are Wyeth representative Roy Page and pharmacy assistants Miss Ann Ryan, Mrs Doris Elliott and Mrs Marion Cutting

IT COMFORTS THE KIDDIES



Benylin^{*} Paediatric

pecially formulated to treat coughs in children up to 12 years, with a pleasant and very acceptable raspberry flavour.

Most parents know how well Benylin Paediatric does its job, and when you recommend it you'll be giving them a good night's rest as well as the child.

PARKE-DAVIS

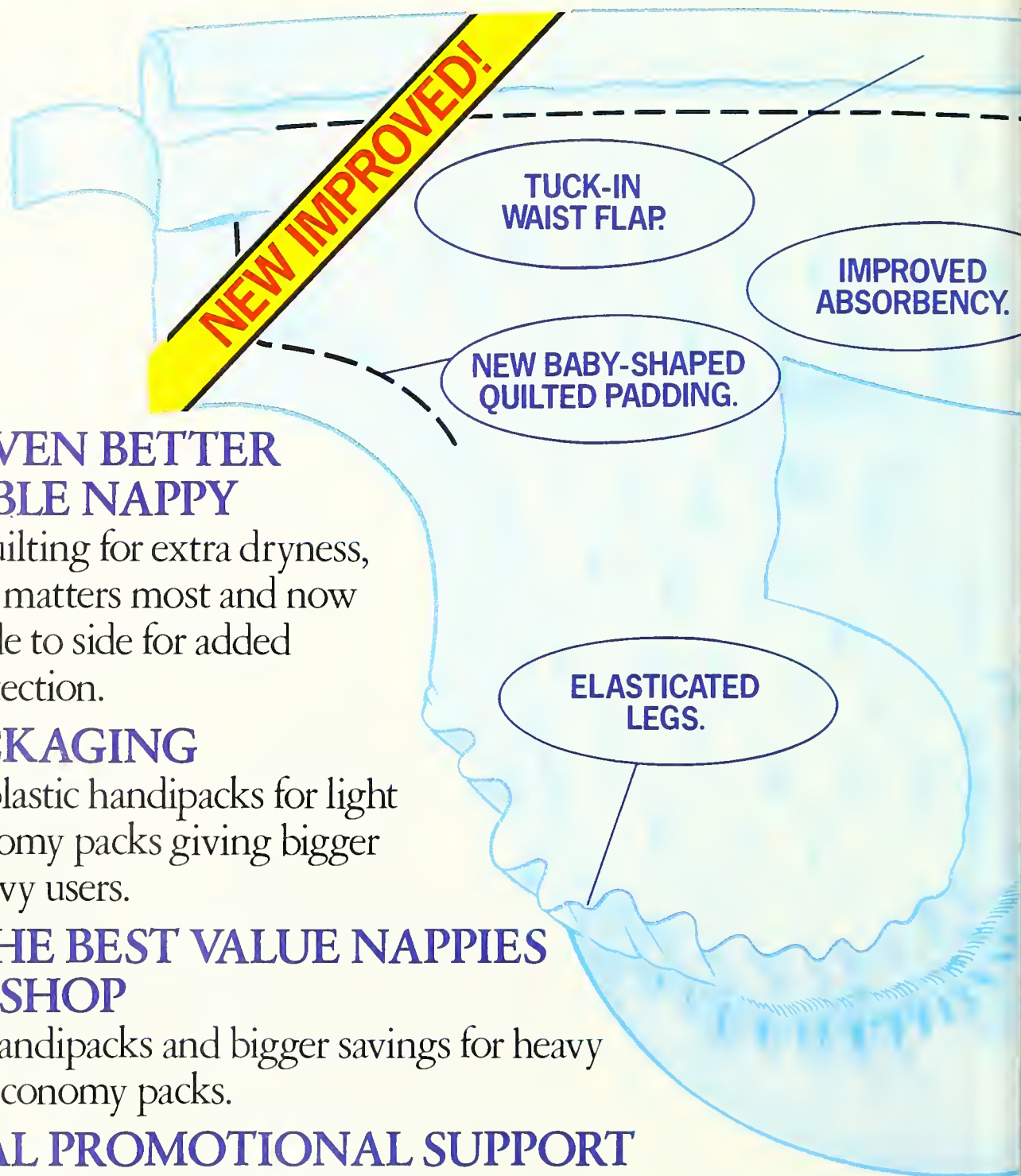
part of the Warner-Lambert Group
good products for you
and your customers.

Active Ingredients: Diphenhydramine Hydrochloride B P
Sodium Citrate Ph Eur, Menthol B P Product Licence: 0018/0067
Parke-Davis & Co., Pontypool, Gwent NP4 0YH

Further information and data sheet available on request.

*Trade mark R82156

Peaudouce Baby you more com



A NEW EVEN BETTER DISPOSABLE NAPPY

With extra quilting for extra dryness, doubled where it matters most and now reaching from side to side for added comfort and protection.

NEW PACKAGING

Convenient plastic handipacks for light users. Large economy packs giving bigger quantities for heavy users.

PRICE—THE BEST VALUE NAPPIES IN YOUR SHOP

Low priced handipacks and bigger savings for heavy users with large economy packs.

NATIONAL PROMOTIONAL SUPPORT

National T.V., Radio, Baby Annuals, Consumer and Specialist Press, Promotions, Sampling and Point-of-Sale material.

Slips could make portable, too.

Our first aim is to promote happy smiles amongst our young consumers. But, of course, we're also very keen to promote your sales.

Why not absorb a little more profit with Peaudouce BabySlips?

They could have you smiling, too.



PEAUDOUCÉ BabySlips

KEEP A BABY DRIER LONGER



Stock the new Halina cameras, and you can take it easy.



Halina MW35S



Halina Autoflash 35



Halina Micro 35



Halina RBMT/E



Halina BB/X2

Halina 110's and 35's have never been so easy to sell.

The new, extended range has some of the most advanced features available on the market. Built-in motor-drive, light-sensor controlled flash, automatic exposure and automatic loading. All

designed to make picture-taking irresistably easy.

Prices are keener than ever, starting from as little as £5 - good news for your customers. And mark-ups are exceptionally generous too - good news for you.

And this year we've introduced a special no-quibble exchange warranty. If your customers have any problems with a Halina camera within a year of purchase, we'll replace it straight away.

The whole range is backed by a £400,000 advertising campaign in the national and specialist press - yet another reason for you to stock up, sit back and watch the new Halina's sell themselves.

To find out more about the superb range of Halina cameras contact Ken Smith at the address below. Then take it easy.

Halina. Take it easy.

J J Silber Ltd. Sole Distributors, Engineers Way, Wembley, Middx. HA9 0EB. Tel: 01-903 8081.

COUNTERPOINTS

Tanning time cut by oral capsule

Laboratoires Applipharm are this month providing a UK launch for Orobronze, which the company describe as "a totally new concept in tanning". Orobronze is available as a course of capsules which, taken internally, are capable of considerably reducing the time which must be spent in the sun to gain any given level of skin tan — or of producing a light tan independent of any exposure to the sun.

The active ingredient in Orobronze is canthaxanthin, a synthesised carotenoid. Carotenoids are naturally-occurring colourants, and canthaxanthin is currently used as a colouring agent in a wide range of food and drink products. Up to four capsules can be taken each day (depending on body weight), depositing the canthaxanthin in the adipose tissue just below the skin. This has the effect of colouring the tissue, allowing the tan to be seen through the skin.

A maintenance course of one or two



capsules per day is required to retain the tan, say the company, with the tan effect fading "gradually and evenly" over a period of some 20 days when the capsules are stopped. It is stressed that Orobronze

does not protect against harmful over-exposure to the sun, however, and that normal protection measures must be taken. Orobronze will retail at £14.95 for a box of 80 capsules and will be made available through pharmacies from May 1. UK distributors: *E. C. De Witt & Co Ltd, Seymour Road, Leyton, London.* ■

Shimmering ways

Max Factor are running a "Shimmering ways" promotion for the summer with shades for eyes, lips and face "capturing the glistening heat of summer" to complement a tan.

A gleamer double-ended gold / silver pencil can give a sparkle to a tan or soften and add extra shine to the other products in the range: gold spangled translucent face shimmer gloss (£2.25); eye colour duos (£2) in copper / bronze, plum / sugar, lilac / opal, moss / tawny and lipmakers (£2) in soft pink, lilac, red, and copper. Shimmering ways is available only while stocks last. *Max Factor Ltd, PO Box 7, Wallisdown Road, Bournemouth BU11 8PL.* ■

First, the small news from Equalia.

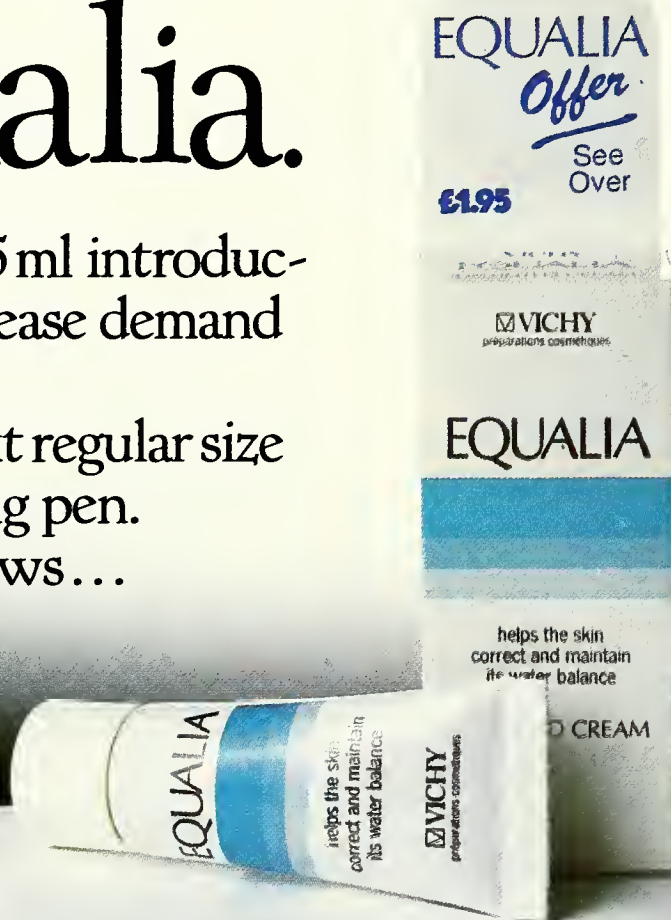
At only £1.95 rsp, a special 15 ml introductory size Equalia is going to increase demand dramatically.

Especially with 50p off the next regular size purchase, plus a free Vichy swing pen.

Now turn over for the big news...

VICHY SKINCARE
At your chemist.

For full details of the Equalia Offer, ask your Vichy representative or call Toby Marnier at Vichy (Abingdon (0235) 26747).



The 'Art of fragrance' — Jovan style

"What's in a name?" Something and nothing or, perhaps, everything. Beecham adopted the name of Jovan on April 1 to herald their assault on the UK fragrance market. They believe the Jovan collection has "an appeal capable of taking a substantial share" of that market. *C&D* looks at the Chicago-based, wholly owned Beecham subsidiary, Jovan Inc, to see what lies behind the smell of success that has pervaded the 14-year life of the company . . . and to see if it's catching.

Jovan Inc has come along from the original fragrant pearl dropped into the bath out of its "frumpy presentation" back in 1968 (sold just in America), to the sophisticated Sculptura "art of fragrance" pack of 1981. The "talking package" packs of musk oil, sex appeal, and VSP were an intermediate step to a distribution of selected products in 76 countries and markets.

Jovan estimate international sales for the twelve month period to March 31, 1982, to be worth \$36 million at wholesale comprising \$9.5m (at cost) of US exports and \$12m (at cost) of sales from local manufacturing plants in Australia, Canada, Costa Rica, Jamaica, Mexico, New Zealand, Norway, South America, Africa, Spain, UK and Venezuela. US sales were buoyant in 1981.

West Germany, Greece, Portugal and Egypt will start local manufacture this year as will a Japanese licensee in 1983.

Jovan was founded in September, 1968, by an entrepreneur and a salesman. The entrepreneur, Mr Bernard A. Mitchell, had already made a fortune or two from his involvement with carpets, facial saunas, wigs and the window-sited, "Mitchell air conditioner". The salesman, Mr Barry Shipp, had gained considerable selling experience and esteem with Revlon as their mid-West sales manager before founding his own cosmetic and fragrance sales agency in 1967.

Casting pearls before . . . ?

Their first product was mink and pearls, 9mm pearlised gelatine capsules that release emollients and the fragrance of rose, jasmine and moss when placed in warm running water. Barry Shipp sold \$700,000 worth of the gold coloured filigree mink and pearl containers in 1969

and, by 1971, \$1.2m, before coming across a small drug store in Greenwich village. The drug store had queues of people lining up to purchase an unrefined product in rather crude packaging — musk oil. Mr Shipp was convinced he had stumbled upon a phenomenon and went on to convince his partner and the growing company that musk oil was the product to back.

Jovan introduced Musk Oil for women in 1972 (for men in 1973) and ten years on the Jovan product is America's best selling "smell" in the world. Musk oil sales pushed Jovan turnover through the \$4m mark in 1972 and \$10m in '73 to \$20m in '74.

Jovan's 'talking package'

The provocative copy on the musk oil "talking package" was written by Richard Meyer, the current president of Jovan Inc, but at that time a partner in the Meyer & Rosenthal advertising agency. The slightly risqué wording finished abruptly at the bottom of the box tempting the reader to open it up to reach a conclusion. The



The Star Wars bath collection from the Omni Cosmetics Corporation (a wholly-owned Jovan subsidiary) is to be launched in America at the beginning of June. The range of shampoos, bubble baths, and soaps is designed for use by children aged from four to eleven

talking package contributed to the success of the product and led to Mr Meyer joining Jovan in 1974.

Jovan musk oil is a prime example of the "Bernie Mitchell formula" for selecting successful products — seeking out a "unique" product that is capable of being "powerfully communicated" and which represents quality at an



Jovan's factory at Bensenville, near Chicago

"affordable" price. And, if it is suitable for both male and female usage, so much the better, because more efficient advertising is then possible. Sales soared backed by the agents who sell all Jovan products on commission to retail outlets (department stores, speciality and drug stores etc). Store staff also earn 5 per cent commission for each "sale".

'Kissing' bottles scoop

Up till 1977, Jovan had specialised in presenting their products in a variety of eye-catching packs that camouflaged stock bottles and stock caps. Various changes such as the frosting of bottles and swapping caps created diversity. The man and woman fragrances of 1977 broke with this tradition. They were encased in jigsaw-like male and female bottles that "kissed" when juxtaposed. This concept was a far cry from the usual stock bottle variants and won Jovan four awards in one year from the Fragrance Foundation (for packaging, fragrance, concept and advertising) — a unique achievement for the most successful fragrance launch of that year.

Sport Scent for men and women was introduced in 1978 and started a new fragrance category for the active life style of modern Americans. Its top note of greens and citrus and the blend of herbs and spices give it an exhilarating "fresh-as-all" fragrance.

All Jovan products to date had been popularly priced and properly distributed. The company had unwittingly adopted the motto of a Russian emigré, Prince Matchabelli — if your customers travel home in a Rolls Royce you will travel home on the subway. If your customers come to you on the subway, you will go home in a Rolls Royce.



Dial-a-Tan will revolutionise the sun care industry when it makes its debut this summer, say Jovan. By adjusting the nozzle, sun protection factors of 8, 5 or 2 can be dialled. The 3.5oz tube will retail at \$4.50 (from department, drug and specialty stores)

Although Jovan did not wish to abandon this philosophy totally they did wish to move up-market and consequently launched Oleg Cassini in 1978. Mr Cassini was another Russian emigré, a friend of the Prince and couturier to the rich and famous. This "designer" fragrance was the most successful launch of 1979. It won a Fragrance Foundation award for outstanding packaging. The fragrances of Oleg Cassini are now second in volume to musk oil, reflecting, say Jovan, that a world of elegance and style does not cost the earth.

The company branched out into the colour cosmetics in 1979 and introduced a "single handed" lipstick — the Flipstick — with a complimentary range of nail polish in 24 high fashion shades containing real diamond dust.

Beecham purchase Jovan

Beecham bought Jovan Inc of Chicago in 1979. The acquisition does not seem to have "toned down" Jovan's fresh approach to fragrance, and in the US they have continued to innovate.

The Omni Cosmetics Corporation, a wholly-owned subsidiary of Jovan Inc, was formed in September, 1981.

The company plans to market two product lines in 1982 — the Star Wars bath collection (bubble baths and soaps,

Continued on p772

And now, the big news from Equalia.

A major new advertising campaign starts in April.

Full colour spreads in 9 major women's magazines (prominently featuring Vichy's chemist-only availability).



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Cossack Hairspray	200ml	15.5%
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USA Market

Jovan 'transfer excitement'

for children), and the Second Debut skin care line, formerly managed by Beecham Cosmetics.

Another Jovan division, Lancaster USA was awarded distribution rights of Parfums Hermes with effect from March 1 this year. Mr Meyer, president and chief executive officer of Lancaster USA describes the four fragrances currently sold in the US — Caleche, Amazone, Equipage, and Eau de Cologne Hermes — as "the finest available today to discerning men and women". Aloe vera special moisturisers have just been introduced by Yardley of London — Aloe 70 is a cream for damaged skin, aloe 50 a nourishing lotion for dry skin and aloe 30 an all-over body lotion. Each product will retail for a maximum of \$3.69.

Pheromone phenomenon

Nineteen eighty-one heralded the introduction of two major fragrances — Sculptura and Andron — diametrically different in concept, but complimentary, according to the company. Andron, the world's first pheromone based fragrance was "scientifically created to attract".

Pheromone, from the Greek, means loosely "to transfer excitement" — Andron would seem to have done just that. It has created interest in the fragrance industry on both sides of the Atlantic and in the consumer and popular Press. Whether or not the active ingredient alpha-androstenol does affect

Continued from p 769

humans at a subliminal level to make people in seem more attractive remains a matter open to conjecture and further research. Although certain tests by Dr George Dodd at Warwick University tend to substantiate this theory. Nevertheless, the end result for Jovan has been satisfactory.

'Non-leak actuators?'

In Sculptura, Jovan have produced a fragrance that is possibly of secondary importance to the packaging. The six different sculptured female forms are set on black pedestals that conceal the "inverted non-leak actuators" of the fragrance (or a soap or dusting powder). Jovan say Sculptura, with its beautiful packaging, expensive looking presentation and acceptable pricing was the best seller in America during 1981 Christmas season. Dick Meyer's selling line was "Sculptura. An affordable investment in art, in fragrance, in love". In America Jovan are currently looking to introduce a home spun up-market fragrance for sale through department stores only.

Twin launch in 'style'

Some measure of the company's style is revealed by the way in which they gained national distribution for their twin introductions of 1981 — Sculptura and Andron. Four teams of top Jovan executives toured America averaging three cities a day, making "cube" presentations. Two-foot square pop-up cubes were assembled in sequence in store and built into a three dimensional display



'Stars' from the Omni division

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[P]

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The not so dumb blonde



Golden Girl is a star: no two ways about it. With the widest range of exciting hair accessories ever offered to the chemist: with over 200 eye-catching colourful styles uniquely tailored to the chemist's trade.

But behind all that beauty there's brains. Because Chemtoys, marketers of Golden Girl and her little (but no less successful,) sister Goldilocks, have put years of specialist knowledge into designing a range specially for the independent chemist: into packaging and displays to

complement any retail outlet, self-service or conventional: into a distribution network that uses franchised chemists' sundriesmen working directly with the trade.

That's Golden Girl. Beautiful yes: dumb no. A real little Goldigger in fact; all through '82.



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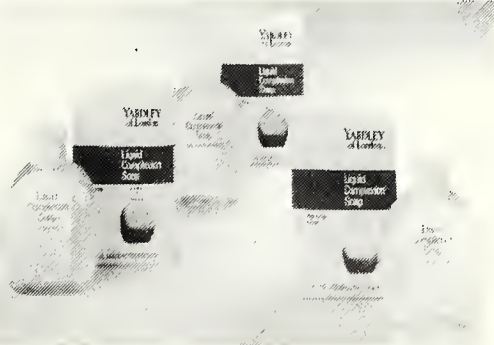
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Top executives in sell-in road show

— each cube contained part of the sell-in story.

Jovan are not afraid to invest in promotions, says director of advertising and marketing David Miller, "costs are a function of results". The Andron deal included a trade booklet telling the story of pheromones; deal sheets enabling "C" and "D" accounts to order direct; the total selling package that comes with just one case of any product — a riser card and tester with each photo-board of the television commercial for the salesman and the cube presentations.

Consumer information pamphlets on Andron were available at POS. Window banners, referral cards handed out in store and direct mail inserts all reinforced the impact of the television and magazine advertising. Finally, once the customer gets the product home, he or she is confronted with another in-pack information leaflet reiterating the story. Jovan claim an "unbelievable 100 per cent distribution level was achieved in just 45 days" — but then not every company is willing to put its chief executive officer and executive vice president out on the road to launch a new product.



Yardley of London, a subsidiary of Jovan Inc making products under licence in the US, introduced this Liquid Complexion soaps range this Spring

Rolling stones gather sales

Jovan claim another marketing first with their sponsorship of a "rock" tour last year. In August 1981, Jovan completed intense negotiations with Mick Jagger, leader of the Rolling Stones rock and roll band, to act as corporate sponsor for a tour of the United States. Jovan undertook many of the tour costs and heavily promoted the tour. In return the company controlled the distribution and sale of all tickets and the right to include the Jovan name on the tour poster (designed by Jagger) and POS displays.

The tickets were bartered for air-time and promotional space on radio stations,

cable and pay television. Television advertisements were scheduled to coincide with the appearance of the Stones. Events were created to generate more positive public relations and the company tied in with the release of their album.

The tour was a sell out with 2.1 million people seeing the Stones on 49 dates in 28 cities. Jovan got substantial coverage on radio stations, in the local and national Press and through record shops. More importantly, preliminary figures put the sales increase due to this sponsorship at 20-25 per cent. Or as the *Chicago Sun-Times* put it "Stones and Jovan; a marriage made in rock'n'roll heaven".

It is possible that products in Jovan's 1982 range may find their way to this country or that products under development in the US may make a similar transition. The liquid soap boom, for instance, appears to have levelled off in America. Although Jovan, through Yardley of London, were among the first in the market and now have their own range no-one in Jovan seems to be getting in a lather over what is still a very substantial market.

What is more likely is that some of the flair and zing that has characterised the Jovan Inc in the States will infiltrate Beecham's UK operation.

Jovan as a company seem unlikely to get caught with their trousers down, unless of course they are wearing the appropriate fragrance! ■



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Washes and brushes out easily

Get the Jerome Russell Hair and Body Glitter bug 6 different colours — red, blue, green, silver, gold and multi-colour.

Now available in a three dozen mixed colour point of sale display unit including window sticker. Wholesale enquiries welcome.

If you have difficulty in obtaining this most wonderful Hair and Body Spray contact Mr. David Jerome.

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Please send No.....Packs of 3 doz mixed Glitter sprays (as seen in advert) At £55.06 (inc. V.A.T. Postage and Package)

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The Menstrual Cycle.



The Over 50s.



Ladycare. Created for the different times of your life.

The Menopause.



At Healthcrafts we've created a very special range of dietary supplements.
And it's been carefully formulated for use during the different times of a woman's life.
And it could play an important part in your health care programme.
An adequate supply of vitamins and minerals is fundamental to good health.
So unless you enjoy a proper healthy diet you may not be getting all the necessary vitamins and minerals your body needs.
But, sadly even a well-planned diet may not be enough.
Because vitamins and minerals can so easily be destroyed or lost in the prolonged cooking, storage and processing of food.
So supplements can be your safeguard as they can provide a guaranteed supply of vitamins and minerals, irrespective of those provided by the food you eat.

Hence Ladycare.
Healthcrafts Ladycare are multi-vitamin and mineral dietary supplements specially designed for different times of your life.
They are not drugs, so they may be taken safely without fear of any side effects.
In all there are three Ladycare products, called simply Ladycare No. 1, No. 2 and No. 3.
Ladycare No. 1 has been carefully formulated for use during the menstrual cycle (Vitamin and mineral losses, most notably iron, during menstruation can be considerable).
Ladycare No. 2 is the supplement designed for use during the menopause.
And Ladycare No. 3 has been developed for women over 50.
So remember, Ladycare and look after number one.



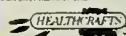
Ladycare. Specially formulated for women.

Ladycare No.1
Formulated for the
menstrual cycle.



Periods are an unavoidable fact of life. But, why should you suffer the better of you cash money?
It's also a fact that unless you enjoy a proper healthy balanced diet you may not be getting all the essential minerals and vitamins which are a boon for good health.
And the vitamin and mineral loss, most notably iron, during menstruation can be quite considerable.
So a supplement makes sense.
Ladycare No. 1 is a multi-vitamin and mineral dietary supplement specially designed to help ensure sufficient iron during your menstrual cycle.
And it's suitable for women of all ages.
Healthcrafts Ladycare is a range, scientifically formulated from

wholesome natural ingredients in an easily digestible form.
They are not drugs, but balanced food supplements which can be taken safely without the fear of any side effects.
The Ladycare range has been carefully designed for women to take during the different times of their lives.
There are two other Ladycare products available: Ladycare No. 2 for the menopausal stage of life, and Ladycare No. 3 for the over 50s.
So remember, Ladycare and look after number one.



Ladycare. Created for the different times of your life.

No. 2 is suitable for women of all ages.
Healthcrafts Ladycare is a range, scientifically formulated from

Ladycare. Created for the different times of your life.



To mark the launch of a very special range of women's dietary supplements, called Ladycare, we've created a very special advertising campaign.

So naturally enough, we'll be saying it with flowers.

Flowers, worth a bloomin' £550,000.

And to make sure the sales blossom, we'll be taking double and single pages in every notable woman's magazine, reaching women of all ages.

Ladycare is from Healthcrafts and it's a totally new concept in the vitamin and mineral market.

Each one has been specially formulated for women to use at different times of their lives.

ING £550,000 ERS TO DIES WE CARE.

Ladycare No.1, designed for use during the menstrual cycle.

Ladycare No.2, specially formulated for use during the menopause.

And Ladycare No.3, specifically for over 50's.

When you consider that 78% of all vitamin supplements are purchased by women.

And in tests, all the products were exceptionally well received by women of all ages.

It's plain to see that Ladycare has a very special place in the rapidly growing natural health products market.

So stock and display Ladycare and we guarantee you'll come up smelling of roses.

Ladycare No. 3
Formulated for the
over 50's

Unless you enjoy a properly well balanced diet, you may not be getting all the necessary vitamins and minerals essential to good health. It is a fact that vitamins and minerals are easily destroyed or lost by the prolonged cooking, storage and over processing of food. So if you're not careful about what you eat and the life you lead, you risk not getting all the vitamins and minerals your body needs. Ladycare No. 3 is a natural multi-vitamin and mineral dietary supplement specially created for the over 50's. Healthcrafts Ladycare is a range scientifically formulated from wholly natural ingredients in an easily digestible form.

As they are not drugs, they may be taken safely without the fear of any side effects.

The Ladycare range has been carefully designed for women to take during the different times of their lives.

There are two other Ladycare products available: Ladycare No. 1, formulated for use during the menstrual cycle and Ladycare No. 2 for the menopausal stage of life. So remember, Ladycare and look after number one.

LADYCARE

HEALTHCRAFTS

Ladycare. Created for the different times of your life.

HEALTHCRAFTS

LADYCARE

Antihistamines — oral or topical use?

Mr James R. Greig, MPS, May & Baker Ltd medical information department, sets the scene for allergies with a review of antihistamines and their uses.

Allergy may be defined as "an altered reaction of tissues to a specified substance, which in similar amounts, will have no effect on the majority of individuals."

It is essentially an antibody-antigen reaction involving specific proteins and related compounds or drugs which are thought to combine with such proteins. In some cases however an antibody cannot be demonstrated.

In 1910 Dale and Laidlaw reported the similarity between the symptoms of allergic reactions and anaphylactic shock and those which followed the intravenous injection of histamine, that is bronchoconstriction, dilation and increased permeability of the capillaries, swelling in the skin and mucous membranes, excessive lachrymal, nasal, pulmonary and digestive secretions and an action on the peripheral nerve endings causing pain and itching.

In 1929 Lewis described the triple response brought about by the intradermal injection of histamine and drew attention to the resemblance of this to urticaria and the effects of various forms of injury to the skin.

Histamine is found in most plant and animal tissues. It is derived from the amino acid histidine by enzyme decarboxylation and is thought to play an important role in anabolic growth and repair processes and to be a gastro-intestinal hormone — it is a potent stimulator for gastric acid secretion.

Abnormal release

Abnormal release of histamine as a result of tissue injury causes local reactions to take place giving rise to the visual signs and symptoms of allergy — flushing, swelling, pain, itching, watering of the eyes and nose. Similar results may often occur as a result of bites and stings as many of these involve histamine being injected through the skin.

Antigen-antibody reactions also cause the release of histamine and so individuals who have become sensitive to a particular antigen will suffer an allergic reaction if that antigen gains access to their system. In some cases the reaction can be violent enough to cause anaphylaxis.

Compounds antagonising the effects of histamine were described by Fourneau and Bovet in 1933 but it was not until the early 1940's that clinically acceptable antihistamine compounds were produced. There are now over 45 on the market.

The conventional antihistamines do not stop the production of histamine, but block its action at peripheral (H_1) receptor sites, thereby diminishing or abolishing its effects, but have no effect on its gastric acid secretory action (H_2 receptor sites).

Hay fever is caused by a hypersensitivity reaction of the respiratory tract to grass or more rarely tree pollens. Systemic antihistamines are of benefit to many sufferers but the dosage required varies with the severity of the attack depending on the height of the pollen count and the fact that histamine is not the sole mediator of the hay fever reaction. Side-effects, especially drowsiness, may minimise the effectiveness of the treatment, and it may be necessary to try a number of different products to find the most suitable.

Antihistamines with a prolonged action and pronounced sedative effect are usually best taken at night. Besides a warning about drowsiness, patients should also be advised about the risk of potentiation of other CNS depressants, including alcohol.

Systemic administration is also of value in reducing the nasal irritation and watery discharge in vasomotor rhinitis.

In cases of urticaria, the pruritus is usually relieved a few hours after taking the antihistamine but the oedema is more resistant. The pruritus of contact dermatitis and insect bites is often relieved by the oral administration of antihistamines.

Topical use

When applied topically, as well as antagonising the action of histamine, most antihistamine compounds also produce local anaesthesia — properties which complement each other.

Topical antihistamines are indicated for the rapid relief of pain, itching and inflammation caused by insect bites, stings and sunburn. Because of their mode of action — blocking of H_1 receptor sites

against stimulation by histamine — the sooner an antihistamine is applied to a bite or sting the better, as early application will minimise the adverse effects produced by histamine. For this reason an oral product would take too long to act and it is advisable to recommend that customers have a suitable topical antihistamine readily at hand in the family first-aid box. Application after pronounced swelling has taken place will be less effective, although the local anaesthetic effect will still make the injury more bearable.

Due to their specificity of action it is pointless applying antihistamines for long periods. Most of the conditions for which they are used are self-limiting and resolve in 24 hours or so. It is generally recommended that treatment should consist of two or three applications per day for not more than three days. Should a condition persist after that time, medical advice should be sought.

It is also pointless spreading these preparations over wide areas of skin — application to the affected part is all that is necessary or indeed desirable. Topical antihistamines should never be applied to eczematous or broken skin.

Hypersensitivity

Unfortunately, as can happen with some other drugs, a minority of patients can become sensitised to antihistamines. When hypersensitivity develops, further contact with the specific compound may cause a worse reaction than the one being treated. Any patient noticing a changed response to the application of a topical antihistamine preparation should discontinue its use immediately.

Fortunately such reactions are infrequent and counselling of patients to restrict application to the affected area only and to limit the period of treatment, will minimise the risk.

Sales statistics show that millions of tubes and bottles of creams and lotions containing antihistamines are sold every year from pharmacies (the only retail outlet). The fact that the demand has reached this level and shown no sign of decreasing is testimony to the effectiveness of these products — the public would not continue to ask for and purchase products which they had previously tried and found wanting. ■

Shedding light on a complex condition

Allergy is receiving more attention than ever before, both from the media — with reports of the so-called “total allergy syndrome” — and from the medical profession. But many questions remain to be answered. *C&D* consulted experts at St Bartholomew's Hospital allergy clinic and at Bencard, who are trying to shed light on a complex and poorly understood condition.

It might seem obvious that the first essential in controlling allergic symptoms is to find out what is causing them. But, according to Dr Robert Davies, consultant chest physician in charge of the allergy clinic at St Bartholomew's Hospital, London, not enough attention has been paid in the past to identifying accurately the allergens to which a patient responds.

Many doctors still control allergic asthma, for example, with steroids and bronchodilators rather than trying to eliminate the cause. And because asthma presents frequently as cough, many asthmatics are wrongly diagnosed and treated for bronchitis with antibiotics.

The patient's description of when symptoms occur can often yield vital clues as to what the allergens are, clues which may be missed if questions are phrased the wrong way. In an attempt to improve diagnosis, Dr Davies and his team are carrying out an extensive, computer-assisted study in which patients' clinical histories are linked to the results of skin prick tests and nasal and bronchial provocation tests. The study aims to find out how questions should be asked and what importance should be placed on the answers.

Most allergy clinics in the UK base their diagnoses solely on clinical histories and skin prick testing, and in many cases this is adequate, particularly if there is a clear relationship between exposure to the allergen and appearance of symptoms. At Bencard's clinic in Brentford, Middlesex, patients attend for an hour's consultation on a private basis with their doctors' consent. No treatment is carried out but a report is sent back to the doctor with the results of the skin tests and recommendations for hyposensitisation if this is considered appropriate.

But sometimes skin testing fails to give a complete answer. Some people have allergic symptoms yet do not react to the test, others may react positively to the test yet suffer no symptoms to the allergen.

The clinic at St Bartholomew's is one of the few in the UK that takes the more difficult cases a step further with direct provocation testing — a more risky procedure — to see whether inhalation of the allergen into the nose or lungs produces the symptoms. In some patients this may be the only way to prove conclusively the cause of their allergy.

Having discovered the allergen, how effective is hyposensitisation? Bencard quote an overall figure from various trials of 75-80 per cent of patients gaining substantial relief from the classical symptoms of seasonal allergic rhinitis, rather less for perennial allergic rhinitis. Researchers at St Bartholomew's have just completed a study showing that hyposensitisation can help adult perennial rhinitis due to house dust mite, but Dr Davies believes there is less conclusive evidence that it benefits asthma caused by

grass pollens.

Desensitisation treatment is given initially for three consecutive years. Some patients remain virtually symptom-free for a long time, some regress gradually while others regress as soon as the treatment is stopped, in which case the course of injections may be repeated for a number of years. It is believed that seasonal symptoms of rhinitis would disappear on their own within 20 years if left untreated, by which time the allergy-prone individual would probably have become sensitive to something else.

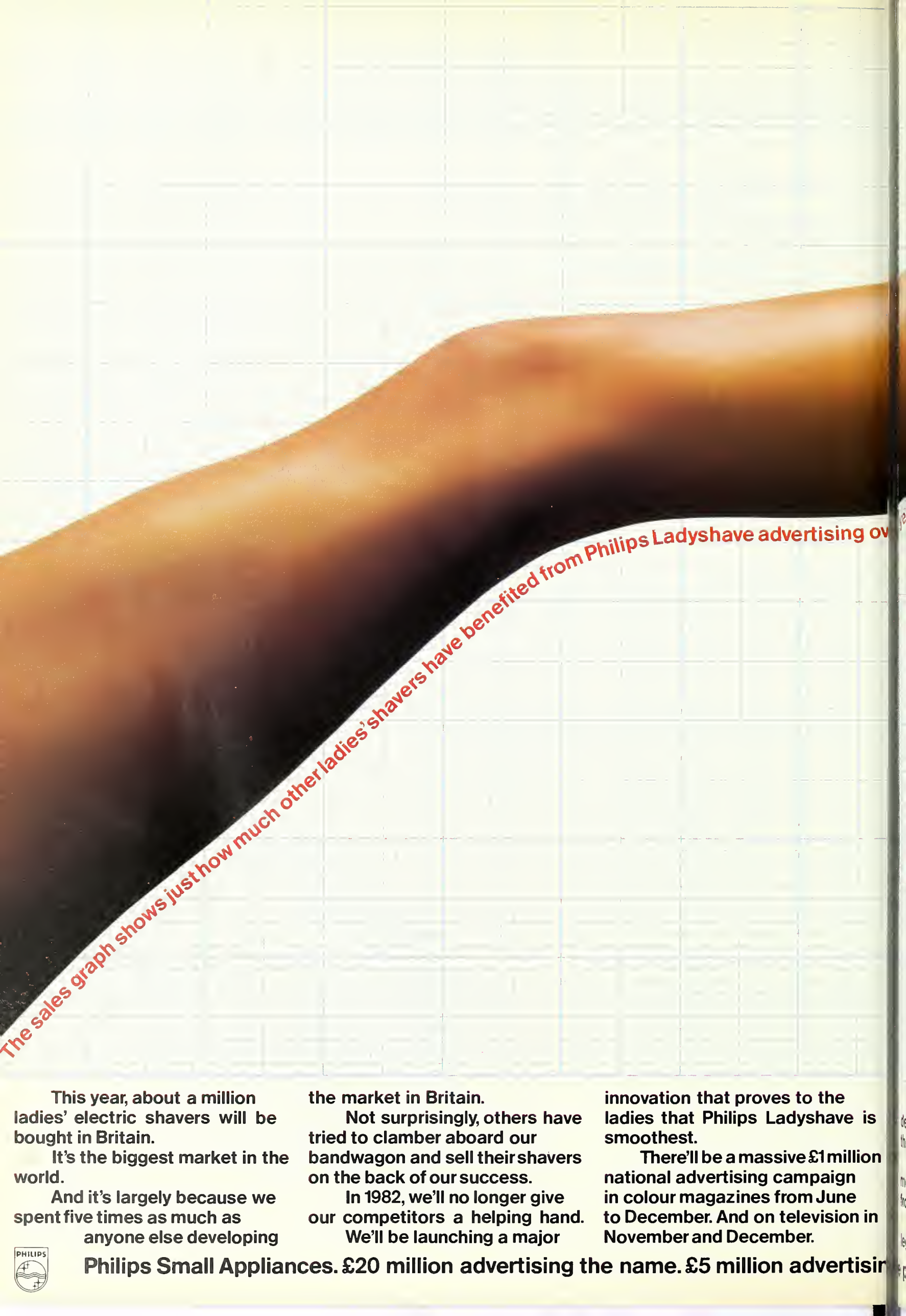
The exact mechanisms involved in allergy, and the reasons why some people develop the tendency to acquire it and others do not, remain something of a mystery. Heredity plays an important part. If both parents are atopic their children are likely to inherit the facility to become sensitised to common allergens.

Sometimes the cause is obvious, for example, if symptoms start when a pet is introduced to the home. In this case patients are encouraged to help themselves by removing the source of the trouble. Sometimes, especially if asthma starts in adult life, no cause is apparent. The first attack may follow an infection or an operation, it may be triggered by mental stress or may even result from sudden changes in temperature and humidity. And the picture constantly changes, with the individual passing from one sensitivity to another throughout life. A complete change of environment may

Continued on p782

New Hayphryn dispenser from Winpharm (see p784)





The sales graph shows just how much other ladies' shavers have benefited from Philips Ladyshave advertising over

This year, about a million ladies' electric shavers will be bought in Britain.

It's the biggest market in the world.

And it's largely because we spent five times as much as anyone else developing

the market in Britain.

Not surprisingly, others have tried to clamber aboard our bandwagon and sell their shavers on the back of our success.

In 1982, we'll no longer give our competitors a helping hand. We'll be launching a major

innovation that proves to the ladies that Philips Ladyshave is smoothest.

There'll be a massive £1 million national advertising campaign in colour magazines from June to December. And on television in November and December.

Philips Small Appliances. £20 million advertising the name. £5 million advertising





years. This year only Philips Ladyshave will benefit from Ladyshave advertising. And we're not pulling your leg.

It's a campaign which will develop our brand leadership at the expense of our competitors.

As always, you can count on more support from Philips than from anyone else.

That's how we keep our leg up.

products.

PHILIPS



Continued from p779

Shedding light on a complex condition

lead to spontaneous remission of symptoms or may result in sensitivity to different allergens, so emigration to a more cheerful climate need not necessarily be the answer.

Atopic people, who comprise about one third of the population, seem to overproduce the antibody immunoglobulin E in response to allergen exposure. IgE attaches to the surface of basophils in the blood, and mast cells which are situated below the mucosa in the respiratory tract and in the dermis of the skin. When the patient is re-exposed to the antigen these sensitised cells release histamine and other physiologically active compounds such as serotonin and slow reacting substance of anaphylaxis (SRS-A). These mediators cause vasodilation, increased capillary permeability and smooth muscle contraction.

IgE is therefore thought to be responsible for the immediate Type I antibody-allergen reaction that last about an hour after exposure and manifests as the sneezing of hayfever, the bronchospasm of allergic asthma and the rash of urticaria. A similar reaction occurs with a positive skin prick test, when intense itching, erythema and a weal appear round the scratch within 15-20 minutes.

Besides this immediate Type I reaction, there may also be a delayed effect in which hayfever sufferers experience a blocked nose many hours after exposure to pollen, or the asthmatic develops a cough at night some time after initial wheezing. These delayed symptoms were once thought to be caused by immunoglobulins other than IgE but are now considered more likely to be the result of an inflammatory response caused by mediators released from mast cells. Two such mediators, which are known as eosinophil chemotactic factor and neutrophil chemotactic factor, may cause plasma cells to infiltrate the tissues and cause inflammation in this way. Other evidence to support this theory is that the delayed symptoms frequently occur at night when hormones such as adrenaline and corticosteroids, which help to control mast cell function and inflammation, are at low levels. These findings suggest there could be links between allergic diseases and other inflammatory diseases such as arthritis, which might all be related through the body's complex immune system.

The way in which hyposensitisation works is also unclear. It was once thought to stimulate other immunoglobulins, for

example IgA or IgC, which did not fix to the mast cells but remained in the extracellular fluid. The allergens then combined with these other immunoglobulins in preference to the IgE on the mast cells. But, according to Dr Davies, evidence for this blocking theory is poor and the latest idea is that hyposensitisation might control IgE synthesis through an effect on the B and T lymphocytes which influence all antibody production.

Another controversial area is food allergy. There is no doubt that certain foods, particularly fish, eggs and milk, can cause wheezing or eczema in susceptible people, an immediate Type I reaction that can be confirmed by skin prick testing with food extracts. But gastro-intestinal symptoms such as abdominal pain, vomiting or diarrhoea may be a sign of intolerance rather than a true allergy. Where foods produce a delayed response, as in migraine headache, then the skin prick test is unhelpful and dietary manipulation must be used to identify which foods should be avoided.

Much attention has been focussed on breast feeding as a means of protection against allergies, as it appears that breast fed babies grow into less allergy-prone adults. Ideally, breast feeding should continue for at least six months with no other foods being added to the diet. Although in favour of this idea, Dr Davies believes that long term studies are needed to prove conclusively whether breast feeding prevents allergies or merely delays their onset by delaying the time at which infants come into contact with foreign proteins.

Again there is some doubt among allergists as to whether the "total allergy syndrome" exists or whether it is a general intolerance to toxic substances. Dr Davies believes there may be some aspects related to allergy but until the clinical ecologists can produce more evidence as to what is causing the symptoms he remains highly sceptical about much of what has been reported.

As with many of the theories in this field, only time and a great deal of research will provide the answers. ■
□ Action Against Allergy is an association set up to study the role of modern foods and chemicals in causing allergic illness. AAA believes there is growing evidence that a wide range of chronic illnesses arise from unsuspected allergies to foods, drugs and environmental chemicals, and hopes to bring the new speciality of clinical ecology to the forefront of medicine. The association is pressing for clinics to be set up on the NHS to enable anyone with a chronic complaint to be tested for allergy. 43 The Downs, London SW20 8HG. ■

It all depends on the weather...

Hayfever is said to be as changeable as the weather, so predicting the prospects for this coming season is like trying to predict when the sun will shine.

Even the Asthma Research Council, which issues daily pollen counts through June and July, is unable to hazard any guesses at this stage. Plenty of warmth and rain before the pollen season encourages plant growth which leads to a high pollen concentration in the air; too much rain and no sunshine will probably mean low pollen counts.

A count of 50 pollen grains to the cubic metre of air — or sometimes even less — can cause symptoms in sensitised individuals. In London the peak concentration occurs around the third week of June, later in Scotland.


The ARC bases its count on a sample of air studied at 10am from the roof of St Mary's Hospital, London. The pollen content is related to the weather forecast for that day and predictions can be given over the radio. But only a few areas of the UK have the benefit of these advance warnings — by the time most hayfever sufferers read the pollen count in the newspapers the next day they have already suffered.

For this reason, Fisons are testing a pollen forecasting scheme in four centres in the north of England. If successful, it is hoped that many more authorities all over the country will be persuaded to offer local services. The Fisons' scheme also relates pollen content of an air sample to the weather forecast so its reliability depends heavily on the meteorological office.

Fisons believe there could be up to 6 million hayfever sufferers in the UK — or 10 per cent of the population. Prescriptions for hayfever treatments have reached a steady level of about 3 million a year in recent years. Two-thirds of these patients consult their doctors during June-July. That leaves a possible two million patients who buy treatments from a pharmacy; the remainder use the previous year's medication or do nothing. While antihistamines are still the most frequently prescribed items for hayfever, Fisons say there is a trend for GPs to move away from systemic treatments towards topical ones such as cromoglycate preparations or steroids, which avoid the problems of drowsiness.

The company comments that antihistamines are not always the treatment of choice, particularly for

Continued on p784



Actifed.
Taken around
the world.

Presentation. Actifed is available as tablets and syrup. Each tablet contains 2.5mg triprolidine hydrochloride and 60mg pseudoephedrine hydrochloride. Each 5ml of syrup contains 1.25mg triprolidine hydrochloride and 30mg pseudoephedrine hydrochloride.

Indications Symptomatic relief of upper respiratory congestion in the common cold, hay fever, vasomotor and allergic rhinitis, acute sinusitis, otitis barotrauma.

Dosage Three times a day: Adults and children over 12 years: 1 tablet or 10ml. 6-12 years: 7.5ml. 1-6 years: 5ml. 3-12 months: 2.5ml. **Contra-indications** Actifed is contra-indicated in persons hypersensitive to

pseudoephedrine or triprolidine and in those under treatment with MAO inhibitors and within 2 weeks of stopping such treatment. **Precautions** Although at recommended dosage pseudoephedrine has virtually no pressor effects in normotensive subjects, Actifed should be used with caution in patients with cardiovascular disorders. As with other antihistamine containing preparations, drowsiness may occur. In some patients the action of antihistamines may be potentiated by alcohol. **Trade Price** £0.55 for 12 tablets. PL3/5003.

ActifedTM

Pseudoephedrine Hydrochloride BP
Triprolidine Hydrochloride BP

The decongestant
chosen by NASA



Further information is available on request.
Wellcome Medical Division, The Wellcome Foundation Ltd., Crewe, Cheshire

Latest thinking on the treatment of asthma

by A. M. Edwards, MA, MB, BChir, MRCP, Dip Pharm Med, UK medical director, Fisons pharmaceutical division

Asthma is a chronic condition of the airways characterised by attacks of wheezing, coughing and shortness of breath. These attacks are variable both in duration and severity. The basic underlying defect in asthma is that the patient's airways react more readily and more violently to various external factors. Allergens such as house dust, pollens, animal danders and fungal spores, when inhaled by a sensitive individual, will produce an inflammation in the lining of the airways leading to the asthmatic attack.

Other trigger factors such as cold air, atmospheric pollutants, certain chemicals,

exercise and emotion, will all cause narrowing of the airways in sensitive individuals but less so in normal individuals. The attacks can vary from less than ½ to 1 hour, such as after exercise, to those which get steadily worse after 4 to 6 hours and extend for 36 to 72 hours. In severe cases these prolonged attacks can result in death as can severe acute attacks at any time.

Some patients get asthma only under certain conditions such as contact with a specific animal or chemical, or during the pollen season, or when undertaking exercise. Exercise-induced asthma usually occurs within 5 minutes of exercise which

involves an increase in heart rate to about 160 beats per minute. This attack is easily reproducible, not too severe and can be used as a diagnostic test in patients suspected of having asthma. The attack usually stops spontaneously within half an hour but can be prevented or reversed with appropriate treatment. This type of asthma, if not properly managed, can be a tremendous problem to children as it usually prevents them taking an active part in normal school routine.

For many years psychological factors were considered to be the main cause of asthma. These are now thought to be of much less importance although emotional stress of any kind will tend to make an existing attack worse. In many patients, one or more allergens will be found as the main underlying cause: these can be identified from the history of the attacks and from skin tests. Allergy to foods is also recognised as a cause, particularly cow's milk, eggs, wheat and yeasts. In some patients, however, obvious allergic factors cannot be found.

The relationship between asthma and bronchitis is changing. When bronchitis was much commoner than it is today, anyone with chronic chest symptoms which included a cough producing sputum during the winter months was defined as having bronchitis. This was associated with heavy atmospheric pollution and repeated exacerbations due to infections. The Clean Air Act has probably done much to reduce the incidence of bronchitis as has the ready use of antibiotics. Many asthmatics, however, also have a productive cough in the winter months exacerbated by infection. Asthmatic children often present with recurrent bouts of cough and wheezing associated with a runny nose: they tend to be called recurrent or wheezy bronchitis, but in fact have all the features of asthma. There is sometimes a reluctance on the part of doctors to diagnose asthma, particularly in young children, as this implies a long, chronic, debilitating illness with little prospect of cure: the use of the term recurrent or wheezy bronchitis, which implies a short term condition reversible by antibiotics is apparently more acceptable. The misuse of diagnostic labels may, however, lead to inappropriate treatment.

The treatment of asthma falls into two main categories: environmental and pharmacological.

Environmental: Allergic asthma results from an allergic reaction taking place in the lungs of sensitive individuals and it is also likely that some parts of these reactions are important factors in increasing the non-specific reactivity of the air ways. Avoidance or reduction in exposure to known allergens should be a

Hayfever prospects

Continued from p782

young people concentrating on exams, and suggests that pharmacists advise those patients who complain of drowsiness that their doctors may be able to prescribe more suitable alternatives.

Fisons' representatives are now offering seasonal trading terms, including extended credit, on Rynacrom, Lomusol, Opticrom and Intal. A hayfever poster is available for display and arrangements can be made for pharmacists to see the company's video films which major on hayfever.

The following are some promotions and services available from other companies:

Bencard have a film, "Hayfever in perspective", which is available for showing to pharmacists at branch meetings, etc; inquiries about hire should be made through the company representatives. Also available are customer leaflets on "Action against hayfever".

International Chemical Co Ltd are offering promotional deals on Dristan nasal spray and tablets during May, June and July.

A. H. Robins Co Ltd are currently running bonus deals on OTC products including Dimotapp. The company believes there is a trend towards multi-symptom treatment of hayfever similar to that seen with coughs and colds. Hence, they say, Dimotapp LA has the advantages of both an antihistamine for the allergy and a decongestant, besides

being long-acting. A new "shelf-organisier" will be available.

Wander will be offering promotions on their "Trio" range from July.

Wellcome Foundation are planning a combined Marzine and Actifed wholesaler promotion. A showcard is available from representatives, pointing out the summer use of Actifed tablets and syrup for hayfever and colds.

Winpharm have a new counter display unit for Hayphryn which holds 12 sprays, accessible only from the back by pharmacy staff. The unit carries the message "Hayfever? Ask your pharmacist's professional advice." Discounts will be available through representatives from the beginning of May (see p789). ■

Bites and stings

Potter & Clarke Ltd have Wasp-eze advertisements programmed to appear in the national Press this summer to coincide with good weather when people are more likely to get stung. An advertisement will appear at least once a week from the end of May in the *Daily Express*, *Daily Mirror*, *Daily Star*, *Daily Mail*, or *Daily Telegraph*. Bonuses are available from De Witt International representatives.

May & Baker Ltd are advertising Anthisan from May until September, with the campaign peaking in June and July. Radio spots covering all main conurbations serviced by IBA stations will be broadcast when the weather forecast anticipates no rain and a specific minimum temperature. ■

part of the overall management. This may mean removal of household pets, careful attention to reduction in house dust, alteration of bedding, change of working environment or the wearing of special allergen-excluding helmets, remaining indoors on days of high pollen counts and appropriate dietary exclusions. The use of hyposensitising injections to reduce the sensitivity of patients to known allergens is not well established as a primary means of treatment but is useful in some cases.

Pharmacological: Drugs used in asthma fall into three main categories — symptomatic, suppressive and prophylactic.

Symptomatic

Symptomatic drugs, by relaxing the muscles in the airways, stop the wheezing and restriction of air intake. The β sympathomimetic bronchodilators such as terbutaline, salbutamol, fenoterol and reproterol, which have a more specific effect on the bronchial muscle than the heart, have largely replaced the older sympathomimetics such as isoprenaline, ephedrine and adrenaline.

The methylxanthines have long been used in asthma and today the one of choice is theophylline given either in pure form or as aminophylline. Ideally, to obtain optimal effect, the serum level of theophylline should be kept above $10\mu\text{g/ml}$ and below $20\mu\text{g/ml}$. This can best be achieved by the use of a good sustained-release preparation given at a dose tailored to the elimination characteristics of the individual. This sounds complicated but all that is required is a slow build up of dose size over 10 days according to body weight with a final

adjustment of dose determined by a single check of serum theophylline level.

Atropine given by inhalation is a useful bronchodilator in some patients but it has now been largely replaced by newer agents such as ipratropium bromide.

Correct use of bronchodilators forms an essential part of anti-asthma drug therapy. As the newer β stimulants have a 2-4 hour duration of action, many milder asthmatics can be managed on these drugs alone. Many patients can be well controlled on the correct dose of a sustained release theophylline. It must be remembered, however, that these drugs do have their restrictions as they act on only one factor of the asthmatic process — the muscle spasm — and their overall effect will not be sufficient when the asthma is more severe. Oral bronchodilators should be used at a fixed dose: patients may be encouraged to use the inhaled bronchodilators freely up to a maximum number of inhalations (12) per day. Any need to use these drugs more than this indicates that the asthma is getting out of control, that bronchodilating drugs alone are insufficient and that additional therapy is required.

Suppressive

One of the pathological processes in asthma, the inflammation of the mucosa lining the air passages, can be suppressed and reversed by the anti-inflammatory effects of corticosteroids. Given in adequate dosage they will nearly always reverse an asthmatic attack and this forms the basis of managing acute and chronic severe asthma.

Because of their potency and their

almost guaranteed success, corticosteroids should be the first line of treatment in severe or deteriorating asthma. Deaths from asthma occur (30 per million population in 1979 and 1980) and in some cases may have been prevented by adequate and early treatment with corticosteroids. Their use should be limited to short courses as long term use at high doses will always lead to severe adverse effects. Some cases of severe chronic asthma can only be managed by continuous corticosteroid therapy and where this is necessary the minimum dose on alternate days of oral corticosteroids should be used. Inhaled corticosteroids, which have fewer side effects than oral therapy, have transformed corticosteroid treatment of asthma by reducing both the number of patients requiring oral corticosteroids and the dosage of those still needing them. Although no severe long term side effects of inhalational corticosteroids have been reported their use should perhaps still be restricted to the more severe cases.

Prophylaxis

The inflammatory reaction that occurs in the bronchial mucosa results from the release of chemical mediators of inflammation from mast cells. This reaction can be blocked by the prior administration of sodium cromoglycate. The drug also prevents exercise-induced asthma and more recently has been shown to prevent the bronchoconstricting effects of irritants such as cold air and sulphur dioxide.

When given regularly it reduces the symptoms and increases the lung function in a substantial number of patients. Attacks are less frequent, less severe and the use of bronchodilating drugs and corticosteroids can be reduced. By preventing or reducing the inflammatory reaction it also reduces the increased reactivity of the airways in the long term.

Some antihistamine-like drugs, such as ketotifen, have been reported after long term administration to reduce the frequency and severity of asthma attacks and to reduce the need for other therapy.

The aim of drug treatment should be to prevent symptoms and attacks, to reduce the effect of the disease to a minimum and to allow the patient to live a normal, active life. Many people who have been successful in all walks of life have asthma and have succeeded by understanding their disease and how to manage it by correct use of drugs. Asthma, like diabetes, lends itself to skilful, knowledgeable use of drugs and is to the doctor an extremely satisfying disease to manage. ■



Photo courtesy Fisons

Doctor dispensing: send 'errors' to *C&D*

I am sick and tired of rectifying or covering up mistakes on prescriptions made by doctors' receptionists and dispensing assistants.

I recently had a prescription calling for dithranol 25 per cent in soft paraffin. When I telephoned to ask politely if they really wanted to burn the skin off the poor man, I was put through to the dispenser who had written the prescription. She insisted that she had copied the label on the original jar issued by the hospital. Under extreme pressure she agreed to look for the consultant's letter which of course called for dithranol 0.25 per cent. Since we had agreed to deliver the ointment when we had checked the strength and made it up, we managed to collect the hospital jar. A beautifully-typed label without even a greasy thumbprint, proclaimed 0.25 per cent as we expected.

The senior partner of the practice involved was most concerned about the whole incident. However, like many similar practices, they are so heavily

dependent on their dispensing staff that they are reluctant to upset them — so much so that I sometimes wonder who runs the group practice.

If we are to be a safeguard to the patient, perhaps it is time we proved we are needed. John Davies suggested that a list of errors should be collected. Perhaps *C&D* would like to put out a questionnaire in one issue inviting all readers to submit just one or two recent errors they have encountered. Given a reasonable response, the list should be large enough to make the DHSS take due notice. After all, it must be fair to assume that for every error for a prescribing patient, there should be one for a dispensing patient.

In all conscience, I find it hard to lay the entire blame for this situation on the doctors' doorsteps. It is the system which has allowed them to get into this situation and it is the system that must be changed to get them out of it.

Squirrel Nutkin

C&D will receive contributions with interest — and will publish anonymously any classic examples. Please indicate whether the error can be authenticated — Editor.

History of evening primrose oil

Your very interesting editorial on evening primrose oil calls for comment. The historical background of its commercial and scientific development, as reported in your article, fails to record the following facts:

1. The evening primrose oil project originated in the laboratories of Calmic / Wellcome, who were responsible for organizing the basic research on the biochemistry and clinical value of the active constituents of the oil. Over the period of several years the seed merchants, Hurst Gunson Cooper & Taylor, a subsidiary of Agricultural Holdings, acted as suppliers of the seed.
2. In 1971, for reason of internal policy, Wellcome decided not to proceed with the project, which by this time had reached the stage of a full drug submission.
3. In 1972-3 Wellcome generously agreed to let me, as the principal innovator of the project, purchase all the documentation relating to the research together with the stock of seed. It was my intention to develop the project as a dietary supplement and, as far as funds permitted, take up the research where Wellcome had left off. The company of Bio-Oil Research Ltd was formed in 1974.
4. Bio-Oil Research Ltd submitted the full documentation on the oil to the DHSS

and obtained a product licence in 1974 to market the oil under the trade name of Naudicelle. It was in 1979 that Agricultural Holdings became interested in the product and decided to market the oil themselves under the Efamol brand. 5. As far as research is concerned, Bio-Oil Research Ltd has been collaborating with various research centres to establish the value of this seed oil in medicine and nutrition. The first publications of this research work appeared in 1975-76. The company have appointed Dr A.G. Hassam as their scientific director — Dr

Hassam was formerly at the Nuffield Institute of Comparative Medicine and obtained his PhD from London University in 1976 on the metabolism of gamma-linolenic acid. He is the author of several papers on this subject.

My main object in presenting these facts is to place on record the true source of the commercial and scientific development of the evening primrose oil. Copies of a more detailed history are available on request.

John Williams

Managing Director

Bio-Oil Research Ltd, Royal Oak Building, High Street, Crewe, Cheshire CW2 7BL.

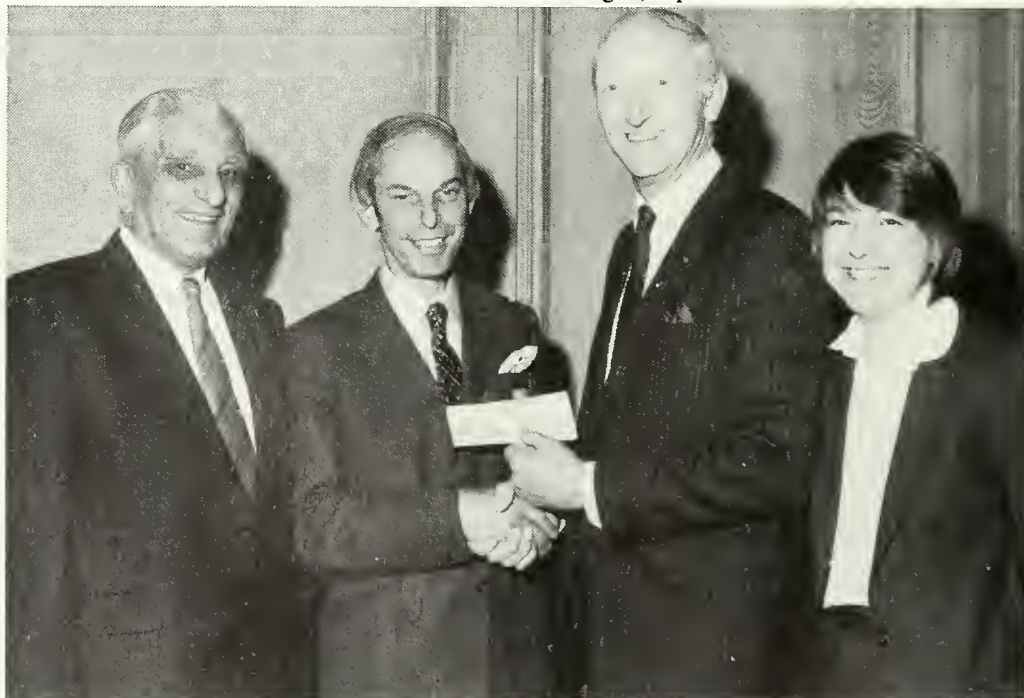
Optrex donation to PATA

The newly-elected president of the Proprietary Articles Trade Association, Mr Raymond Marshall MPS, of C. V. Marshall Ltd, Sunderland, was in London recently to receive a donation cheque of £5,500 from Optrex Ltd, which was handed over by managing director, Mr John Woodford. This sum represents a donation of £1 for every retail pharmacist member of the Association.

The PATA, founded in 1896, campaigns on behalf of retail pharmacists to enforce and maintain resale price maintenance on medicines at the retail level.

In thanking Optrex, Mr Marshall said: "This gift comes at a very opportune time as we are seeking to engage an executive officer to ensure continuity when our present secretary retires."

Optrex have been represented on the PATA council for many years and say they will continue to support the work of the Association. Mr Marshall is seen receiving the cheque from Mr Woodford with Mr Claude Green, PATA secretary (left) and Annette Bradshaw, marketing manager, Optrex. ■

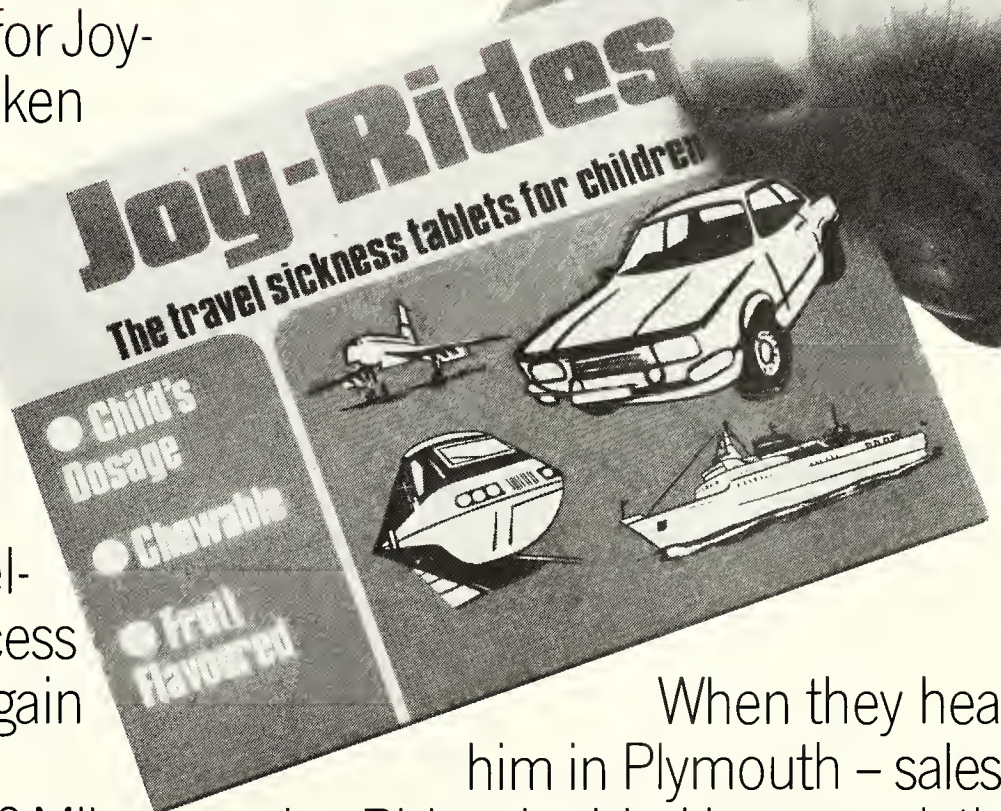


Now you'll get even more mileage out of them.

○ 1981's all-time high for Joy-Rides is going to be overtaken this year. With the biggest ever spend in Women's magazines – so the whole country knows Joy-Rides is the leading remedy for children's travel sickness.

○ The Joy-Rides Travelers' Club's a runaway success – and it'll be highlighted again in consumer advertising. The free membership, 1,000 Miler Certificates and other goodies proved irresistible.

○ Capital Radio campaign for Joy-Rides starts 21st June. Tune in to the Texan oilman and his family.



When they heard him in Plymouth – sales of Joy-Rides doubled in appreciation.

○ Don't go miles out of your way to order stocks. If you see your Stafford-Miller representative before Saturday 31st July 1982, you can claim your bonus.

The specialist travel sickness tablet for children.

Query over Valium and brain damage in 'small' survey

Roche are investigating allegations that brain damage similar to that found in alcoholics is being discovered in people who take Valium for long periods.

A report in the *Observer* on Sunday quoted a study carried out by Professor Malcolm Lader, professor of psychopharmacology, Institute of Psychiatry, London, in which brain scans of five patients who had taken Valium three times daily for over five years revealed "gross abnormalities." Ten other patients had minor abnormalities and five had normal brain scans. The changes included cerebral atrophy and shrinkage.

Professor Lader is quoted as saying that his work was "very preliminary" and

did not necessarily indicate cause and effect, but he advised that care should be taken when using tranquillisers for a long time. As he presented his results to a conference in the United States, Roche had been unable to contact him for further information by the time *C&D* went to press but a spokesman said they would follow up the matter as soon as Professor Lader returned. The spokesman agreed that the work seemed "very preliminary;" long term studies of Valium in animals had shown no evidence of neurotoxicity.

The Times on Monday quoted Dr John Marks, a neurophysiologist at Cambridge University's department of medicine, as criticising the publicity about the possible link between Valium and brain atrophy. He believed the research should serve as an incentive for further investigation, not as a general alarm call. A survey of 20 patients was a "very small" sample he said. ■

Profits on slimming products 'not slim'

Slimming products were investigated in the *News of the World* last Sunday with the conclusion that the manufacturers in question were making fat profits.

The paper was dismissive about some of the more "zany ideas" such as the Acu-Ring, which is clipped to the ear and squeezed to alleviate hunger pains; the Ho Min Chang slimming therapy, a diet sheet and self-hypnosis tapes; the Slimcare wall-chart and Lotos slimming tea. Also criticised was Slim-line chewing gum — the manufacturer's cautionary note about overdosage was described as alarming with no mention of how many pieces constituted an overdose, the investigator (who ate a packet a day) said the flavour was so awful it made her feel slightly sick and the slimming expert consulted said there was no scientific evidence that this would help fat people.

Where homoeopathy 'works better'

There are two main areas in which homoeopathic and anthroposophic treatments could be more useful than allopathic medicines, a London general practitioner said last week.

Dr G. Douch, who turned to homoeopathy after six months working as an orthodox GP, said that although he did not disapprove of allopathic medicine he would try alternative treatments first in allergic conditions and rheumatic

diseases. Hay fever, allergic skin conditions and asthma could often be helped or even cured where conventional treatments had failed.

"I am not pretending that every case will respond, any more than every patient responds to allopathic medicine," he said. "But on the whole the alternative procedures tend to be more satisfactory."

Speaking at a seminar held by Weleda (UK) Ltd, Dr Douch said that homoeopathic and anthroposophic medicines were often useful in rheumatoid arthritis and osteoarthritis. Sometimes analgesics had to be added to the regimen but corticosteroids should be avoided as

they interfered with natural defence mechanisms. Homoeopathy could also produce dramatic benefits in children whose resistance to respiratory infections had become impaired through being treated too frequently with antibiotics. And ignatia appeared to be much more effective in treating emotional distress than some tranquillisers.

When asked if there were any homoeopathic medicines that should not be taken concurrently with allopathic medicines, Dr Douch replied that patients taking corticosteroids and, perhaps, anti-coagulants should avoid homoeopathic remedies, although he had no personal experience of adverse interactions with the latter.

□ A parliamentary motion calling on the Government to facilitate the post graduate training of doctors seeking qualifications in homoeopathy now has the support of 134 MPs of all parties. ■

Prophylactic iron?

A recent study has shown that although iron stores in women with menorrhagia were significantly reduced only a relatively small proportion of them were anaemic. Thus, concludes the study in last week's *British Medical Journal*, women complaining of heavy menstrual loss do not require prophylactic iron supplements. However, if anaemic they should be given treatment.

The study involved 76 women, 34 with normal menstrual loss and 42 complaining of menorrhagia. No significant differences in haemoglobin concentration, mean corpuscular volume or haemoglobin concentrations were found between the two groups, the report says. ■

Product recall

Certain batches of tetracycline tablets BP 250mg manufactured by Seward Pharmaceutical before 1981 do not conform to the current BP dissolution requirements. It has been decided to recall all batches prefixed with the number 80 and pharmacists are requested to check their stocks and return all such containers, both unopened and opened, to their supplier or direct to Seward for replacement. Seward Pharmaceutical, Charlwoods Road, East Grinstead, Sussex RH19 2HL. ■

Plug for pharmacists

Proprietary medicines are covered in a recent edition of the consumer medical magazine *Doctor's Answers*. The article emphasises the part the pharmacist can play in the treatment of minor illness, and says that rather than bother the doctor, "it makes sense with minor complaints, such as headaches and indigestion, to seek the advice of your pharmacist first." ■

Queen's Awards — Kodak and M&B among the winners

Two major pharmaceutical companies are among the winners of this year's Queens Awards to industry, with May & Baker taking a technology award and Smith Kline & French Laboratories an export award.

M&B receive their award for developing and producing Flagyl (metronidazole), used in the treatment of anaerobic infections in post-operative conditions. In addition to benefits gained through the alleviation of suffering and saving of lives, this work is estimated to have saved the NHS some £12.5m by the prevention of post-operative infections. This is the fourth time that the company has won a Queen's Award, two of the previous awards also being given for technological achievement.

The UK overseas group of Smith Kline & French Laboratories, responsible for the export of human pharmaceuticals to Asia Minor, Africa and the Middle East, receive an export award. Since the granting of a similar award to the company as a whole in 1979 export growth has continued, with an increase in excess of 250 per cent over that period.

Kodak Ltd also get an export award — based on their performance over the past three years. In 1979 the value of the company's exports reached £103.4m, rising 46 per cent to £151m in 1980, with a further increase to £173.5m in 1981.

Throughout the world, Kodak continue to supply almost 100 countries, ranging from Nigeria and New Zealand to Japan and the Middle East. The majority of the company's exports go to Western Europe, with France and Germany leading the market in 1981. The company also received export awards in 1970 and 1978.

The Ashford-based workforce of PPF International receive their fourth export award, an achievement described as "a rare success" by the company. This year's award links the company with 16 years' successful exporting in their previous form as Proprietary Perfumes Ltd.

Additional export awards go to shopfitters Baxter Fell Northfleet Ltd (parent group to shopfitters Showrax Ltd.), Life Science Research Ltd for their work in the USA, Europe and Japan, Dreamland Electrical Appliances plc and Huntleigh Medical Ltd. ■

Tip Top take over Discount for Beauty

A 73 strong drugstore chain based in Scotland, the North and the Midlands has been created by the takeover of the 37-branch Discount for Beauty group from Foster Brothers Clothing. The new independently owned company is expected to have a turnover to May 31 of £25m and £30m in the next financial year.

Tip Top's existing 36 branches are located in the Trident television area (Yorkshire, Teesside and Tyneside) and Scotland. The company had already co-operated with Discount for Beauty and Simon Stores as a "loose buying" group for a "generic" range of budget priced own label toiletries known as True. This range will continue to be sold and "compete" with the Tip Top range which positions itself as a quality range, priced below Boots own label.

Managing director Mr Fred Brown launched Tip Top Stores 16 years ago together with another ex Marks & Spencer employee, co-director Mr J.D. Brown: "We realised that with the abolition of resale price maintenance an opening existed for self service stores to promote health and beauty aids. We brought our experience of multiple retailing to the business, and have developed and

crystallised our operation ever since." Mr Brown says the Tip Top business is split 75:25 between health and beauty products (toiletries, accessories, hair and nail care products and sundries) and related goods (cosmetics and fragrances and "domestic wear").

Tip Top have been carrying their own range of 35 'whole' foods (including fruit juices) and 60 vitamin supplements in all their branches for two years. Some 2½ per cent of their sales are from this expanding group of products.

Mr Brown does not see himself in competition with the independent chemist because: "There is not a place for the independent chemist in the centre of the High Street. There is a good solid position for him with NHS dispensing and high quality OTC goods on the periphery or in suburbs but not in the High Street." Mr Brown qualified this saying his experience was of the situation in the North of England. "Our main competition is Boots and the emerging out-of-town superstores."

Tip Top do not intend to close down any of the Discount for Beauty branches (or their own) but some of these may in time trade as Tip Top outlets if there is no existing Tip Top store in that town.

The Discount for Beauty drugstore chain was founded by Mr Ivan Lester, a pharmacist who built up the original

mixture of pharmacies and "cosmetics" stores to 22 before selling the entire share capital to Foster Brothers Clothing Ltd in 1977. Sales for the group were then £5m pa and reached £12m through its present 37 drug store outlets this year. Mr Lester continued as managing director of Discount for Beauty for some time after the earlier takeover before resigning — Discount for Beauty no longer have any pharmacists on the staff. ■

£85m damages ruling against J&J

A recent US court ruling against Johnson & Johnson has this week attracted considerable attention in the national media. The company has been found to have suppressed a pain-killing device known as a Transcutaneous Electronic Nerve Stimulator (TENS), said to work on the same principle as acupuncture in "blocking" pain.

The American inventors of the machine originally went into production in the early 1970s, selling out to Johnson & Johnson in 1974 in the hope of benefitting from the company's superior research and distribution facilities. In return they received £650,000 and a promised share of £3½m worth of future profits. Johnson & Johnson have now been found to have suppressed the marketing of the device in order to protect sales of their own Tylenol, which has cornered some 27 per cent of the brand-name, non-prescription pain killer market. A Minneapolis jury granted the inventors of the device \$170m damages, and this award has now been upheld by Judge Miles Lord in New York.

Speaking on Radio Four's "Today" programme, Mr Stanley McDonald, one of the inventors of the device, commented on the case: "... drugs are the competition and it's our belief that is why the device was suppressed ... if people were exposed to this alternative to taking narcotic drugs or taking drugs that can be deleterious, I think the choice would be obvious." Lawyers for Johnson & Johnson are reported as feeling Judge Lord's decision to be "factually and legally insufficient" and say they will appeal.

A similar machine was the subject of a test run in the *Daily Mail*. Distributed in Britain by Ryodoraku Ltd of Leigh in Lancashire, a chain of 25 private clinics which counts a pharmacist among its franchise-holders, the device was shown as being about the size of a miniature bottle of spirits and given a proposed retail price of £75 + VAT. Mr Doug Sindely, managing director of Ryodoraku points out that, while there are similar devices already being manufactured in the UK, TENS is felt to be a superior version. ■

More Business News overleaf

NPA attack 'piece-meal' rates review

Mr Tim Astill, director of the NPA, has written to Secretary of the Environment Mr Michael Heseltine setting out the Association's response to the recent Green Paper "Alternatives to Domestic Rates." While accepting the need for a review of local government finance, Mr Astill criticises the report's "piece-meal" approach, suggesting that any study can only be useful if all possible sources of finance for local services are considered simultaneously so that Ministers may review "the whole picture rather than only some pieces of the jigsaw."

The Association sees the following basic qualities as essential to any proposed new system:

- That the tax be related to the taxpayer's ability to pay, providing the maximum amount of equity between different classes of taxpayer.
- That it provide for effective control over local government expenditure.
- That the method of collection be convenient and the basis of assessment objective and certain.

The idea of a local sales tax is rejected outright. The models described in the

Green Paper are thought to be regressive and unfair to the poorest sectors of the community. The Association also believes firmly that "businessmen are already doing more than their fair share of unpaid tax-collecting for the Government"

A local income tax is felt to be prohibitive in that it would produce "formidable administrative problems" arising from people moving from one area to another. The suggested poll tax is also rejected as inequitable and as causing too many administrative problems in its implementation.

Of the options suggested in the Government paper, a system of assigned revenues is felt most closely to match the Association's criteria. In the same way as Britain currently has a national health service, this would provide for nationally funded police, fire, educational and waste disposal services.

It is argued that as central Government requires that these services be provided, it is logical to administer funding centrally, allowing for greater efficiency and equity with no additional administrative machinery needed. A system of this sort would also be closely related to people's ability to pay, in that the vast majority of central Government finance comes from income tax. ■

French firm team with Searle in UK

G. D. Searle & Co and the French pharmaceutical firm Synthelabo, whose majority shareholder is L'Oreal, have announced an agreement establishing a joint venture in the UK. The terms of the agreement were not disclosed.

The arrangement includes new and existing Synthelabo products, and the objective will be to register and market the products in the UK. It also provides the joint venture with access to Searle's marketing capability in the UK and to new Synthelabo products. Synthelabo have more than 20 compounds in various stages of research. Some of those products, like Betaxolol (a beta-blocker), Progabid (an anticonvulsant), and 5L 77499 (an antihypertensive) are already in clinical trials in the UK.

Synthelabo's sales in 1981 were Fr 1,715m. Searle's pharmaceuticals and consumer products sales in 1981 were \$670m. ■

Morton deal nears settlement for P&G

Morton-Norwich and Rhone-Poulenc appear close to reaching a settlement regarding the French company's recent attempt in the courts to prevent the sale of Morton's pharmaceutical division to Proctor & Gamble (*C&D*, April 3 p631).

Morton chairman Charles Locke this

week announced that tentative agreement had been reached on a scheme under which Rhone-Poulenc would sell back their existing 20 per cent stake in Morton for some \$135m, ending their litigation and allowing termination of an existing technology exchange agreement between the two companies. This would end a relationship which is felt not to have lived up to either side's expectations, and allow the Proctor & Gamble deal to go through. It is stressed however that separation terms have yet to be finally resolved. ■

Unions warn CIA on Employment Bill

The Chemical Industries Association has received a request to advise member companies that they should dissociate themselves from the Government's Employment Bill and re-affirm that closed shops and other membership agreements already negotiated will continue to be honoured in the industry. In a recent letter Mr David Warburton, chairman of the Chemical Unions Council describes industrial action as "a real possibility" should any member company consider taking action under the new Bill. Mr Warburton points out that under the provisions of the Bill, the individual company concerned would be the catalyst for any use made of the Bill "thus absolving the Government from any subsequent action which could be taken by unions to protect both their members and their funds."

Mr Ken Hack, Industrial Relations

Director of the Association, points out that any reply on behalf of the CIA must be an informal response, as formal relations in the industry are conducted through the Joint Industrial Council, which represents more fully all the unions involved. ■

Chemicals decline continues in '82

Figures in the latest economic bulletin from the Chemical Industries Association confirm that UK output suffered a slight overall decline in 1981 (*C&D* February 27 p372). Over the full 12 months, chemicals production is said to have fallen by some 1½ per cent, as compared to a drop of 6½ per cent for UK manufacturing industry as a whole.

The weak trading conditions appear to have continued into this year, with Department of Industry monthly figures showing most sectors as recording lower production for January, than in the previous month. Pharmaceuticals were, however, one of the few exceptions here — and are in fact said to have "held up particularly well throughout the recession."

The Association's forecasting committee sees output as rising by 2½ per cent in 1982, with all growth occurring in the final six months; 1983 is regarded more optimistically, with a 4½ per cent increase foreseen over the year. ■

Briefly

■ **Golden Ltd** have changed address to 30 Kensington Church Street, London W8 (telephone 01-937 5454).

■ **Boots the Chemists** are having a 26,000 sq m warehouse built at Beeston, Notts. The cost is expected to be about £3m, and the development should be completed by Spring 1983.

■ **Merrell & Pardoe Ltd** have moved to a new 20,000 sq ft factory on Park Lane Industrial Estate, Park Lane, Oldbury, Warley, West Midlands B69 4JX, telephone 021-541 1911

■ **Squibb Surgicare** have now closed down their manufacturing operations in Reigate, moving to larger premises in Deeside, North Wales. The 50,000 sq ft factory on the Deeside industrial park at Shotton is expected to provide 200 jobs in the area by the end of this year.

■ **R. P. Collier Holdings** have announced a merger of interests with Mentmore Manufacturing (the plastics division of Platinium plc), in which RPC subsidiary Market Wise Ltd will form the basis of a new marketing services division within the enlarged group. This will offer in-house facilities for design, development and production of point of sale, premium and promotional items. In addition to these retail services, it is hoped to offer promotional and gift packaging in the near future.

MARKET NEWS

APPOINTMENTS

Some oils becoming short on spot

London, April 20: Some essential oils are now in short supply on the spot. Demand for them is steady, but without evidence of panic buying, and those affected are the Indonesian oils cananga, patchouli and vetiver. A number of other oil prices — as with prices of most commodities — were sensitive to developments in the Falkland crisis. Petitgrain, coming from Paraguay, is mostly shipped via Buenos Aires and the remainder through Brazil, so it is expected that more will come by the latter route for the time being.

Perhaps due to over-reaction in the previous week several oil prices have now been lowered including Brazilian peppermint on the spot, and clove leaf and Chinese citronella for shipment.

For the most part botanicals were dearer as a result of sterling. As usual botanicals tend to move less quickly than oils to currency changes. A long list of increases includes aloes, balsams, cascara, cherry bark, ginger, ipecacuanha and liquorice root. ■

Crude drugs

Aloes: Cape £1,500 metric ton spot; £1,475, cif. Curacao £3,460, cif.
Balsams: (kg) **Canada:** £16.70 spot; £16.80 cif. **Copaiba:** £5.80 spot; £5.85, cif. **Peru:** £9.85 spot; £9.95, cif. **Tolu:** Spot £5.60. **Benzoin:** £139 cwt, cif.
Camphor: Natural powder £10 kg spot; £9.65, cif. Synthetic 96% £1.42 spot; £1.30, cif.
Cascara: £1,300 metric ton spot; £1,335, cif.
Cherry bark: No spot; £1,450 metric ton, cif.
Ginger: Cochin £950 metric ton spot; £900, cif. Jamaican No.3 £2,000, cif, nominal.
Ipecacuanha: Costa Rican £39.50 kg, cif. Matto Grosso £33.80.
Kola nuts: £200 metric ton spot; £210, cif.
Liquorice: Root, no spot; £835 metric ton, cif. Block juice £1,400 metric ton spot; spray-dried powder £1,900.
Menthol: (kg) **Brazilian:** £7.60 spot; £7.35, cif. **Chinese:** £6.35 spot, £6.30, cif.
Pepper: (metric ton) Sarawak black £950 spot, \$1,450, cif; white £1,300 spot; \$1,925, cif.
Seeds: (metric ton, cif). **Anise:** China star £1,950. **Celery:** Indian £550. **Coriander:** Moroccan £350. **Cumin:** Indian £1,200. **Fennel:** Chinese £575. **Fenugreek:** Moroccan unavailable; Indian £375.
Witchazel leaves: £2.75 kg spot; £2.70, cif both nominal.

Essential oils

Cananga: Indonesia no spot; £22.50, cif.
Cedarwood: Chinese No spot; £2.75 kg, cif.
Cinnamon: Ceylon leaf £3.20 kg spot; £2.90, cif; bark; English-distilled, £150.
Citronella: Ceylon £2.60 kg spot; £2.35, cif. Chinese £3.80 spot; £3.65, cif.
Clove: Indonesian leaf £3 kg spot; £2.35, cif. English distilled bud £60 spot.
Eucalyptus: Chinese £2.85 kg spot; £2.85, cif. Spanish £4.35 spot.
Geranium: Bourbon £38 kg spot; £36.50, cif.
Ginger: Chinese £22.50 kg spot nominal; £22, cif, English-distilled (ex W. African root) £78; ex Indian £78.
Olive: Spanish £1,665 per metric ton in 300-kg drums ex-wharf; EEC origin £1,550.
Patchouli: Indonesia £22, kg spot; £21, cif.
Pepper: English-distilled ex black £130 kg.
Peppermint: (kg) **Arvensis** — Brazilian £7.50 spot and cif. Chinese £4 spot and cif. American piperata £13.
Petitgrain: Paraguay £9.75 kg spot; £9.25, cif.
Sandalwood: Spot Mysore £62 kg. East Indian £60 kg.
Spearmint: Chinese £9.10 kg spot; £8.75 kg, cif. American from £11.50 spot.
Vetiver: Java £23 kg spot; £22, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

■ Bristol-Myers Pharmaceuticals:

Malcolm Jones is appointed business development manager, antibiotics. Mr Jones joined the company in 1978 from Lilly Industries. He has worked in the cardiovascular and antibiotic fields for the past three years.

■ **Hoechst UK Ltd:** Mr D. G. McBeath is appointed technical director of the animal health division, following retirement of Mr J. R. Hepple. Mr McBeath spent twelve years as head of Glaxo's anaerobic vaccines unit before joining Hoechst in 1968 where, six years later, he became divisional director of Hoechst pharmaceuticals.

■ British Aerosol Manufacturers

Federation: Mr Ian Brash of Crown Cork Ltd is elected chairman of the Association, following the resignation of Mr George Hodgson who is to leave the industry. Mr Michael O'Donovan of Beecham Proprietaries becomes the Association's vice-chairman while Mr

Anthony Bracking of Johnson Wax takes over as chairman of the marketing and external relations committee.

■ **Merck Sharp & Dohme Ltd:** Dr Leslie Iversen has been appointed executive director of the company's neuroscience research centre in Harlow, expected to be opened in 1984. Dr Iversen, recognised as one of the world's leading neuropharmacologists, has been director of the Medical Research Council's neurochemical pharmacology unit since 1971.

■ **Medical Research Council:** Lord Jellicoe is appointed chairman for a period of four years from April. He succeeds Lord Shepherd who has been chairman since March 1978. Professor G.E. Adams is appointed director of the radiobiology unit at Harwell. He takes up the position in October on the retirement of the present director, Dr J. Vennart.

■ **Braun Electric (UK) Ltd:** Klaus Hogy has been appointed product manager for shavers and dental in the United Kingdom. Mr Hogy has been with Braun in the UK since June 1981 as product manager responsible for personal care and dental. He was previously with Braun AG in Frankfurt for five years.

COMING EVENTS

ISHP Congress in US

The biennial Congress of the International Society for the History of Pharmacy will take place in Washington DC, USA, from September 21-25. This is the first time that an international meeting of pharmaceutical historians will be held outside Europe.

Although the Congress will provide an open forum for papers, presentations on the following subjects will be encouraged: social and economic history of the 20th century pharmacist, pharmaceutical sciences and technology, pharmaceutical interaction between the US and other countries, women in pharmacy and pharmacy reflections in art and artifacts. Further details from *Mr George Griffenhagen, 1983 ICHP, 2215 Constitution Avenue, NW, Washington DC 20037, USA.* ■

Tuesday, April 27

Northumbrian Branch, Pharmaceutical Society, Stevenson Room, Centre Hotel, New Bridge Street, Newcastle, at 7.30pm. Annual general meeting, followed by talk on "Poisonous Animals and Animal Poisons", by Professor J. Harris, Newcastle University.

Scottish Department, Pharmaceutical Society, 36 York Place, Edinburgh, at 7.45pm. Annual general meeting.

Wednesday, April 28

Sheffield Branch, Pharmaceutical Society, School of Physiotherapy, Jessop Hospital, at 8.00pm. Annual general meeting, followed by film, and cheese and wine.

Thursday, April 29

Barnet Branch, Pharmaceutical Society, Avenue House, Finchley, at 8.00pm. Annual general meeting, followed by talk from a customs and excise officer.

Bedfordshire Branch, Pharmaceutical Society, Bird-in-Hand, Henlow Camp Crossroads, at 8.00pm. Annual general meeting.

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Pharmacy department, Ninewells Hospital, Dundee, at 7.30pm. Open committee meeting to discuss motions for the Branch Representatives meeting.

Thames Valley Pharmacists' Association, Sterling-Winthrop House, at 8.00pm. Discussions of branch motions.

Saturday, May 1

Southend Branch, Pharmaceutical Society, Orsett Village Hall. West Country barn dance.

Advance Information

National Chamber of Trade, Beau Sejour, Guernsey, May 2-4. Annual general meeting and conference. Details L.E.S. Seene, Enterprise House, Henley-on-Thames, Oxon. Telephone (049-12) 6161.

Border Region, Pharmaceutical Society, Langley Hall Hotel, Carlisle, May 6 at 7.30pm. Evening regional conference. Details Miss N. Thornthwaite, 10 Hollow Meadows, Hexham.

Interior Design International, Olympia, May 16-20.

Information from Bente Sorensen, Nucleus Public Relations, Greater London House, Hampstead Road, London NW1. Telephone 01-387 9311.

The Royal Society, 6 Carlton House Terrace, London SW1Y 5AG, May 27 & 28, June 16 & 17, meetings for discussion. May meeting "Cell membranes and glycoprotein synthesis" and June meeting "Industrial diagnostic enzymes". Details from Executive Secretary, The Royal Society. Telephone 01-839 5561, ext.278.

Royal Society of Chemistry, Francis Hotel, Queen Square, Bath, May 20, at 2.30pm. Meeting of Chromatography and Electrophoresis Group, on "Development of chromatographic techniques in cancer therapy". Details from Miss P.E. Hutchinson, Burlington House, London W1V 0BN.

Beauty Fair 82, Hotel Metropole Exhibition Halls, Brighton, July 4-7, at 10am to 6pm. Further information from Peggy Gavurin, CES (Overseas) Ltd, Bridge House, 181 Queen Victoria Street, London EC4. Telephone 01-236 0913.

International Gifts Fair, Olympia, August 8-12. Further information from Trade Promotion Services, Exhibition House, 6 Warren Lane, Woolwich, London SE18. Telephone 01-855 9201.

Office of Health Economics, Royal College of Physicians, London, September 23-24. Symposium on "The Second pharmacological revolution". Full details from Mrs Tina Scoones, Office of Health Economics, 12 Whitehall, London SW1A 2DY.

International Congress of Allergy and Clinical Immunology, Barbican Centre, London, October 17-22.

Registration fee £160 prior to August 20. Associated exhibition of medical and technical literature and equipment. Registration and accommodation details from Congress Secretariat, Conference Associates ICACI, 34 Stanford Road, London W8 5PZ. Telephone 01-937 3163.

Manchester, Salford Branch, National Pharmaceutical Association. Open informal business dinner at Eccles Masonic Hall, Elm Bank, Half Edge Lane, Eccles on May 13 at 7.30pm. Guest speaker, Mr T. Astill, will speak on "A pharmaceutical pot-pourri." Tickets £8.50 from M.E. Wood, 193 Langworthy Road, Seedley, Salford 6.

Guild of Hospital Pharmacists, Gloucestershire suite, Royal Lancaster Hotel, Lancaster Terrace, London W2 at 7.00pm on May 27. Merck, Sharp and Dohme award paper presentation. Dr M.C. Allwood, principal pharmacist, R&D services, Addenbrookes hospital, Cambridge, on "An assessment of current and potential applications of high pressure liquid chromatography in hospital pharmacy." Buffet supper to follow.

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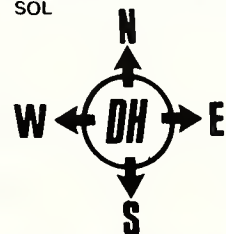


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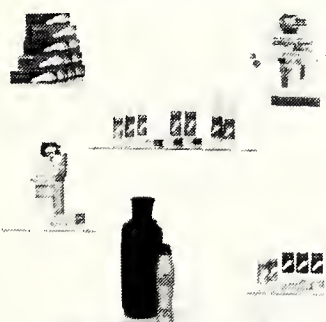
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